Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

Oscar Mayer Links Up with J. W. Thompson

Packer Keeps Net High by 'Vacuum' Plan—Sell Meats, Then Produce 'em

CHICAGO, Aug. 28—Oscar Mayer & Co. today placed its $1,500,000 advertising account in J. Walter Thompson Co.'s larder.

The meat packer had been looking for an agency since June, when it dropped Baker, Tilden, Bolgard & Barger (AA, June 8), which had handled the account for ten years.

"We felt that a larger agency might serve our requirements better," company officials told ADVERTISING AGE. "We have different problems in our different marketing areas, and we felt we needed an agency with branch offices that could give us localized service."

It has not been decided when JWT will start billing on the account, which will be handled out of the agency's Chicago office.

■ JWT and Needham, Louis & Brorby were the two "finalists" among some 12 to 15 agencies which made presentations. Among the other agencies which reportedly solicited Oscar Mayer were Tatham-Laird; Erwin Wasey, Ruthrauff & Ryan; Cunningham & Walsh, and Compton Advertising.

If meat packing experience was a factor in the selection, Oscar Mayer picked an agency with the longest tenure in this field. JWT handled Swift & Co. for 65 years before resigning the account and some $3,000,000 in billings 17 months ago (AA, March 3, '58).

■ Oscar Mayer itself is no novice in the field. The company celebrated its own 75th anniversary last year. Although it has long been an active merchandiser, the company has been a consistent advertiser for only the past decade and a half.

Prior to the end of World War

(Continued on Page 192)

Churchill Named Chairman of D&C; West Is President

NEW YORK, Aug. 26—Donald E. West, 46, who joined the agency in mid-1957 as vp and merchandising director, today was named president of Donahue & Coe. He succeeds Edward J. Churchill, who moves up to board chairman and chief executive officer.

Mr. Churchill, marking the 25th anniversary of his assumption of the presidency of the shop, which last year billed $29,600,000, also announced several other organizational changes:

• William H. Schneider, with the agency 18 years, most recently as

(Continued on Page 187)

"I wish I could have done something to help . . ."

You can do something about traffic accidents! Drive safely yourself—obey the law. Sure. But you can do a lot more! Traffic accidents affect everybody. Reducing them is a community problem. Its solution calls for systematic, organized effort and cooperation with public officials—for teamwork and leadership. Here is where you can help. Join with others who are working actively to promote safe driving and secure strict enforcement of all traffic laws. Make your influence count. *Support your local Safety Council!*

SAFETY FIRST—*The Advertising Council, in cooperation with the business paper advisory committee, has prepared ads like this for use in business papers in connection with a fall highway safety campaign by the National Safety Council. Campbell-Ewald Co. is the volunteer agency.*

Expenditures Up 4.6% in 1958 . . .

$2.3 Billion Spent on Promotion by Top 100 National Advertisers

General Motors, P&G Lead; General Foods, Lever Move Up; Ford Drops to Fifth; Biggest Ad Expenditures Go for Food, Auto, Soap and Tobacco Groups on List

(Marketing profiles of the 100 leaders begin on Page 51.)

CHICAGO, Aug. 28—The 100 leading national advertisers invested $2.3 billion in advertising in 1958, as they began pulling out of the recession.

The investment to move the nation's best known and most advertised products was up 4.6% from $2.2 billion in 1957 and was the largest by the 100 leaders in the five years covered by ADVERTISING AGE's annual compilation.

■ The largest expenditure was by General Motors Corp., which kept its stranglehold on first place despite a drop for the third successive year—this time to an estimated $137,500,000 from $144,526,000 in 1957.

Onrushing Procter & Gamble was second as it chalked up another in a long series of increases, boosting its ad expenditure to $115,900,000 from $110,000,000 in 1957 and narrowing the gap behind General Motors to the smallest margin yet.

■ General Foods Corp. ousted Ford Motor Co. from third place as it hiked expenditures to $96,000,000, from $87,000,000 in 1957.

Lever Bros. Co. moved up to fourth with a total estimated at $88,000,000, compared with $80,000,000 in 1957, and Ford dropped to fifth as its expenditure sank to $87,900,000, from $103,500,000 in 1957.

■ The auto industry still felt the recession pinch as the Big Three—GM, Ford and Chrysler—all showed decreased ad expenditures, ADVERTISING AGE's compilation shows. But generally the trend was up. Of the 100 leaders 67 increased expenditures, five were even and 28 cut back.

Others in the top ten were Colgate-Palmolive Co., with an estimated $68,000,000 (up from $64,000,000 in 1957); General Electric Co., $66,101,920 (down from $72,949,717); American Home Products Corp., $60,000,000 (up from $45,000,000); Chrysler Corp., $58,754,000 (down from $72,300,000), and R. J. Reynolds Tobacco Co., $44,000,000 (up from $32,000,000).

■ Behind the leaders' multi-billion-dollar expenditure were sales

(Continued on Page 189)

'Unmentionable' Products Finding TV's New Candid Mood Inviting; Kurb Trying out Radio

NEW YORK, Aug. 28—This is becoming an increasingly candid world.

Tv Star Jack Paar talks about one of his favorite guests' very personal ailment in specific detail. Dr. Joyce Brothers in her tv sessions gives Kinsey-like calculations in answers to questions about sex. Drug commercials on tv become more graphic all the time and sales approaches in other hitherto sensitive areas are getting bolder and bolder.

In this environment it is not surprising that some manufacturers of personal products are trying to find a way to make use of the impact of radio and tv to sell their products. And this despite the fact that the broadcasting industry has traditionally sought to maintain barriers against this kind of advertising.

If the barriers were lowered in vital markets, the broadcasters could probably pick up a good deal of new business right away from makers of previously unmentionable products. One or another of these companies periodically dangles its budgets in front of the eyes of broadcasters.

■ Representatives report that Young & Rubicam this summer tried to clear a spot radio campaign for Modess on some eastern stations. The reps said they were also sounded out about tv possibilities for this item. ADVERTISING AGE could find no indication that the summer schedule got going on radio. Representatives reported that Y&R did not "make an issue of it" when the stations turned down the business.

Personal Products had some experimental film commercials made for Modess a while back. They use the same restrained approach as the company's high-style magazine ads, but sources at the agency say there are no plans to try to get Modess on tv at this time.

Feminine hygiene products have been ruled unacceptable for tv

(Continued on Page 187)

Miller Leaves 'Life' Position to Become 'McCall's' Publisher

NEW YORK, Aug. 28—A. Edward Miller, longtime Time Inc. staffer, has been named publisher of *McCall's*.

Mr. Miller, who joined Time Inc in 1943, is currently assistant to *Life's* publisher, Andrew Heiskell. He will take over as *McCall's* publisher Oct. 1.

A native New Yorker, the 42-year-old Mr. Miller has spent nearly his entire business career with the Luce organization.

After taking a master's degree in business administration from City College in 1942, he joined the

(Continued on Page 188)

Colgate Loses in Jeenie vs. Genie Trademark Case

SAN FRANCISCO, Aug. 27—A comparatively small Jeenie from Mountainview, Cal., today chopped down to size the giant Colgate-Palmolive Genie by winning a decision from Federal Judge Willis Ritter that the eastern company had been infringing on the trademark of Jay S. Conley Co.

Judge Ritter enjoined Colgate-Palmolive from using the Genie trademark anywhere in the 14 western states considered by Conley to be its marketing area for Jeenie cleanser. Conley also had asked for an unspecified amount of money as damages, but Judge Ritter, sitting here from Salt Lake City, did not deal with damages.

His decision may be appealed by

(Continued on Page 188)

Last Minute News Flashes

Corn Products Revises Marketing Setup, Names 2 VPs

NEW YORK, Aug. 28—Corn Products Co.—the company resulting from the merger of Corn Products Refining Co. and Best Foods—is expected to name a new marketing personnel lineup soon, ADVERTISING AGE has learned. William A. Schroeder is slated to become vp in charge of sales for consumer products; Albert Brown is scheduled to become vp in charge of advertising for consumer products. Both currently hold similar positions with the Best Foods division. Corn Products is also expected to adopt a brand manager type of organization.

Merrell Names W. D. McAdams to Handle MER-29

CINCINNATI, Aug. 28—Wm. S. Merrell Co., ethical drug subsidiary of Vick Chemical Co., has appointed William Douglas McAdams Inc., New York, to handle advertising for MER-29, a new product for use in the cardio-vascular field. Sudler & Hennessey, New York, continues to handle the rest of the Merrell account. Merrell's new director of advertising and sales promotion, Gil Totten, was previously a vp of McAdams (AA, June 1, 8).

Whittaker, Street & Smith Exec VP, to Leave

NEW YORK, Aug. 28—Ralph R. Whittaker Jr., exec vp of Street & Smith Publications, indicated to ADVERTISING AGE today that he was "unhappy" with the sale of his organization to Conde Nast (*see story, Page* 3), and that he would leave the company.

(*Additional News Flashes on Page 187*)

Breck Moves All TV Billings to Reach, McClinton

Ayer, Sheldon Keep Product Assignments; Sheldon Changes Hands

NEW YORK, Aug. 27—John H. Breck Inc., which for the past two years has placed all of its tv billings through N. W. Ayer & Son, has named Reach, McClinton & Co. as agency of record for its 1960 tv schedule.

According to John P. Hughes, Breck assistant ad manager, the switchover to Reach, McClinton "in no way" affects product assignments among the company's three agencies. Reach handles Breck's hair set mist, while Breck Banish and Breck's children's shampoo are handled by Ayer. Charles Sheldon Inc., a Spring-

(Continued on Page 188)

Five Newcomers Joined Top 25 Net TV Spenders in Second Quarter

But P&G, Lever Still Head List; Lever Hikes Spending Rate $3,000,000

NEW YORK, Aug. 27—The same familiar names dominated the list of top network tv spenders for the second quarter of 1959. All but five of the 25 leading spenders were in the group a year ago.

Newcomers were Bayuk Cigars, which wasn't in the medium at all during the second quarter of 1958; Miles Labs; S. C. Johnson & Son; National Biscuit Co. and Philip Morris. The last four advertisers were in network tv, but with less than the $1,360,000 time sales outlay required to put them in the company of that quarter's leaders.

The rankings, released by TvB, cover gross time expenditures only; they do not include talent and production, which would change the rank order in some cases. The figures were compiled by Leading National Advertisers and Broadcast Advertisers Reports.

■ In first place, as usual, was Procter & Gamble, with estimated

(Continued on Page 174)

Sara Lee Sets Ads in Three Media in Push for New Cakes

CHICAGO, Aug. 25—Kitchens of Sara Lee, a subsidiary of Consolidated Foods Corp., will use the strongest advertising schedule in company history next month to introduce nationally two new cakes, Sara Lee all-butter fresh banana cake and fresh orange cake.

The newspaper-radio-tv drive will get under way Sept. 15, when the first newspaper ads will break in major markets. About 153 daily newspapers will carry color and b&w ads in page and smaller-space units during September.

Charles W. Lubin, president of the bakery, told ADVERTISING AGE this is the first time Sara Lee has undertaken simultaneous distribution of two new products nationally. Previously, the company's baked goods have been introduced one at a time and on a market-by-market basis.

■ In addition to the newspaper campaign, Sara Lee will use extensive national and spot tv support. Both products will be featured on the "Arthur Godfrey Spectacular" (CBS-TV) Sept. 16. Sara Lee, with Hoover Co. and Benrus Watch Co., will co-sponsor

(Continued on Page 187)

'Cleveland Press' Suburb Editions Bow, Draw Fire

CLEVELAND, Aug. 27—A hot advertising battle broke out here today between Scripps-Howard's *Cleveland Press* (circulation, 317,366), an afternoon daily, and 18 suburban weekly newspapers in greater Cleveland (distribution, 377,000).

The *Press* began the publication of suburban editions, with special sections directed at specific suburbs. The sections carry advertising and editorial copy from those areas.

■ The weeklies are fighting back by organizing what they are calling the Greater Cleveland Weekly Newspaper Assn. Editor and Publisher Harry Volk of the *Heights Sun-Press* and *Sun-Messenger* has been elected association president.

Publisher Volk has said that the purpose of the association, which has been talked about for some time, is "to consider mutual

(Continued on Page 188)

Naylor Named 'Post' Sales Director; Curtis Promotes 11 Others

PHILADELPHIA, Aug. 28—John L. Naylor, general sales manager of *The Saturday Evening Post*, has been named sales director of the magazine, as part of a series of promotions.

E. W. MacMillin

He is being succeeded by Eugene W. MacMillin, manager of the New York office. Richard H. Morton succeeds Mr. MacMillin in New York.

Curtis this week also announced the appointment, effective Jan. 1, of new branch office managers in Chicago and Detroit.

Orin S. Wernecke was named manager in Chicago, succeeding John E. Davis, who has been with Curtis for 35 years and who is retiring. Mr. Wernecke has been with Curtis since 1939, serving in various sales capacities on *Holiday* and the *Post*.

O. S. Wernecke

Milton Peek

Milton L. Peek was named branch manager of the Detroit office, succeeding Charles C. Hood, who is retiring after more than 40 years of Curtis service. Mr. Peek joined Curtis in 1927 and has held managerial assignments on *Ladies' Home Journal*, *Country Gentleman* and the *Post*.

■ Curtis also announced that Joseph F. Spalding, Atlanta office manager of the *Post*, has been named manager of the magazine's western division, with headquarters in Chicago. Scott Kenyon, now Atlanta manager of *Holiday*, succeeds Mr. Spalding.

James C. Hagan, a *Post* representative in Chicago, is the new manager of the *Post* office there, succeeding Fred H. Lamb, who moves to Detroit as a new special automotive representative.

Kenneth W. Sells was named the *Post's* Pacific Coast division manager, with headquarters in Los Angeles. Lemuel C. Hall succeeds Mr. Sells as manager of the *Post* in Los Angeles. #

Denver AMA Chapter Formed

The American Marketing Assn. will charter its 46th chapter, located in Denver, on Sept. 1. Officers for the new group are Norman Lawson, Colorado Fuel & Iron Corp., president; John E. Stomberg, General Electric Co., vp; Lois Wenzel, Denver Chamber of Commerce, secretary, and Dr. C. Richard Creek, Colorado State University, treasurer.

U.S. SAVINGS STAMPS
FREE
BAB-O

OBA KICK-OFF—*Own a Bit of America promotions were officially under way in Washington this week as Mrs. Carroll D. Kearns, wife of the Republican congressman from Pennsylvania, went to a Bethesda Safeway to buy the first can of Bab-O bearing a coupon redeemable for U. S. savings stamps. Thus far only products of B. T. Babbitt Co. carry the special labels, but OBA Corp. said negotiations are under way to bring other companies into the promotion. A House judiciary subcommittee hearing on the Moulter bill to prevent use of savings stamps for promotional purposes, scheduled for Aug. 28, has been postponed until Sept. 3.*

Oil Industry Climaxes Centennial With Booming Stint on NBC's 'Today'

NEW YORK, Aug. 27—The centennial of the oil industry reached its crest today at Titusville, Pa., where on Aug. 27, 1859, a 40-year-old retired railroad conductor named Edwin L. Drake struck oil and launched the beginning of a new industry and a new era.

The occasion was appropriately commemorated with official ceremonies and a telecast on Dave Garroway's "Today" show (NBC-TV), which included the "shooting" of an oil well with nitroglycerin, an attempt to extinguish an oil blaze by firing one of the old cannons once used for that purpose, a trip to the ghost town of Pithole, a tour of the Drake Museum, burial of a time capsule in Drake Park, and short talks by celebrities.

But actually that is only one of the highlights of the centennial. The American Petroleum Institute, coordinator of the industry's formal centennial activities in cooperation with virtually every oil company in the country, has been commemorating the centennial since mid-May.

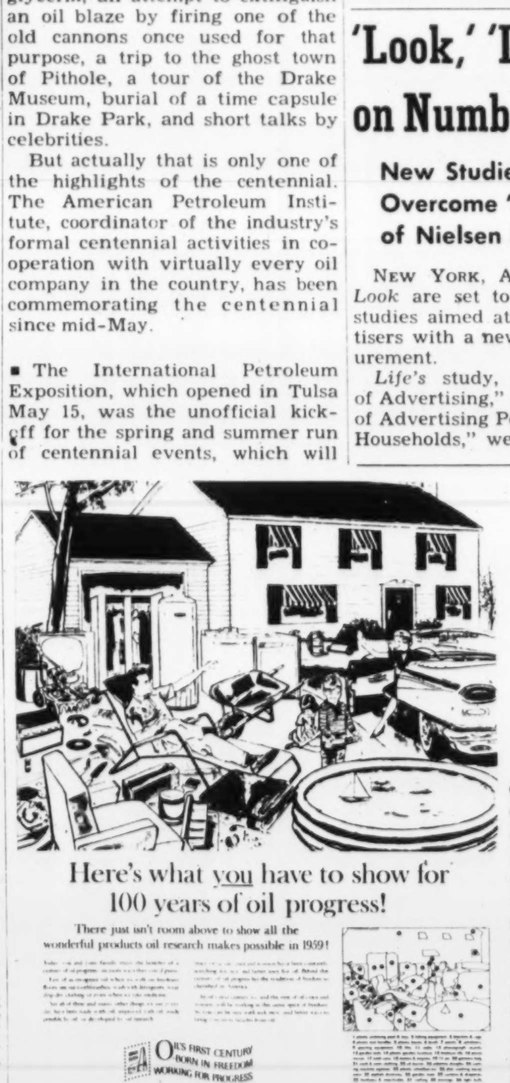
■ The International Petroleum Exposition, which opened in Tulsa May 15, was the unofficial kickoff for the spring and summer run of centennial events, which will culminate in November at the API annual meeting in Chicago.

During the past two months virtually all of the major oil companies have participated in the centennial program by using promotional material prepared for the institute by its agency, Sullivan, Stauffer, Colwell & Bayles.

The material includes:

• 5,000 24-sheet posters of a special painting by Norman Rockwell. These are being used over

(Continued on Page 188)



Here's what you have to show for 100 years of oil progress!

There just isn't room above to show all the wonderful products oil research makes possible in 1959!

OIL'S FIRST CENTURY BORN IN FREEDOM WORKING FOR PROGRESS

CENTENNIAL SEND-OFF—*This is one of the ads prepared for use by oil companies to tie in with the industry's centennial program. They were prepared for American Petroleum Institute by Sullivan, Stauffer, Colwell & Bayles.*

Auto Experience Gets Kudner Big Slice of Renault

Radio-TV, Kudner's Nemesis with Buick, Is Key to Auto Field Reentry

NEW YORK, Aug. 25—Renault Inc., largest advertiser in the imported car field, confirmed this week that it is moving the radio-tv portion of its account from Needham, Louis & Brorby to the Kudner Agency (AA, Aug. 24).

The move was made despite these circumstances:

1. Renault sales are at an all-time high.
2. Needham, Louis' advertising has been widely acclaimed for its creative excellence.
3. Needham, Louis currently has far more radio-tv billings than Kudner.

Brushing aside these factors, Jack C. Kent, general sales manager of Renault, said there was only one reason for the move—"Kudner's knowledge of the automotive business."

Jack C. Kent

He emphasized that it was Renault—not Kudner—which initiated the negotiations resulting in the switch.

■ Kudner's automotive experience was gained, of course, on the Buick account, which it lost last year after 22 years. This loss, and subsequent General Motors defec-

(Continued on Page 174)

'Look,' 'Life' Unveil Separate Studies on Number of Ad Readers Delivered

New Studies Seek to Overcome 'Advantage' of Nielsen Ratings: 'Look'

NEW YORK, Aug. 27—*Life* and *Look* are set to publish separate studies aimed at providing advertisers with a new magazine measurement.

Life's study, called "Exposure of Advertising," and *Look's* "Study of Advertising Penetration in *Look* Households," were both described by Joel Harnett, assistant to the publisher of *Look*, as countering the "use to which Starch and Nielsen data is put."

"Magazines," he added, "suffer as a consequence of Starch ratings because they measure the remembrance of advertising, not the exposure the media deliver for the advertiser. Nielsen ratings measure the chance tv offers advertisers to get their message across.

■ "In other words," he said, "Starch tells you how many people can remember having noted or read something in an ad, not how many people have been brought to the page by the medium, and we take the position—as does *Life*—that a medium's primary function is to deliver the audience to the message. Once this has been accomplished, many factors beyond [the medium's] control determine whether or not the ad is read and remembered."

Both magazine studies were done by Audits & Surveys Co. The *Look* project involved a national study of two issues (conducted on an area probability sample basis among all individuals ten years of age or older at home in 920 households). The *Life* study was a pilot job conducted in Philadelphia, using one issue of the magazine.

■ The *Look* study, said Mr. Harnett, "shows that *Look's* delivery of its audience to the advertisers' pages has been drastically underestimated. The average page in *Look*, whether editorial or advertising, is seen by at least one per-

(Continued on Page 188)

United Aircraft Shifts Account to Campbell-Ewald

C-E Gets 3 Big Units; Wilson, Haight Also Shares Ex-L&N Business

EAST HARTFORD, CONN., Aug. 26—In a competition that saw 30 agencies come here to make presentations—several of them flying in their own planes—United Aircraft Corp. has awarded the lion's share of its $1,500,000 account to Campbell-Ewald Co.

The Detroit-headquartered agency succeeds Lennen & Newell on United's Pratt & Whitney, Sikorsky aircraft and missiles and space systems divisions. In addition, it will handle export advertising.

Two other divisions—Norden and Hamilton Standard—and community advertising for all divisions were assigned to a nearby shop: Wilson, Haight, Welch & Grover, Hartford.

United Aircraft and Lennen & Newell announced their separation three weeks ago (AA, Aug. 10). Paul Fisher, director of public relations for the aircraft equipment manufacturer, said the company wanted to take "a fresh look at our whole advertising program."

■ The prospective agencies were interviewed here by Mr. Fisher and his staff. Four—including the two winners—were invited back for final presentations before United's chairman, president and controller.

Campbell-Ewald flew its own plane here for the final presentation. The pilot was Carl Ally, of the agency's New York office. He will be supervisor on the account. The presentation team was headed by C-E's president, Tom Adams, a former Navy combat flier. United said that Cunningham & Walsh was another shop which flew its own plane up here.

United Aircraft is the second aviation account Campbell-Ewald's New York office has landed this year. It picked up the Swissair account in March.

United said it does not know yet how much it will be spending on advertising in 1960. In the past its budget has ranged between $1,300,000 and $1,700,000 annually. The company, which recently slashed its dividend payout, had sales of $1.2 billion last year; it does well over half of its business with the government.

■ United Aircraft is the second aviation account Lennen & Newell has lost this year. Earlier it dropped the $6,000,000 American Airlines account. The agency continues on the Convair division of General Dynamics Corp., which was a possible source of conflict with United. #

Wilks Joins 'SAE Journal'

The Society of Automotive Engineers, New York, has named Fred Wilks district manager of the Detroit office of the *SAE Journal*, succeeding A. J. Underwood, who retired (AA, Aug. 17). Mr. Wilkes was formerly manager of the Miami office of Moloney, Regan & Schmitt.

Shaller-Rubin Names Two

Shaller-Rubin Co., New York, has appointed Morley Chang, formerly with Columbia Broadcasting System, director of public relations and publicity and Jean Coury, formerly with McCann-Erickson, media buyer for Eagle Pencil Co. and Thayer Labs.

The greatest concentration of nutrients ever offered in a single all-purpose food
NEW
Kellogg's
CONCENTRATE
WHAT IT IS:
HOW YOU EAT IT:
WHAT IT DOES:

ALL-PURPOSE—*Kellogg's Concentrate, a new all-purpose food, bows nationally Sept. 28 after being tested in Arizona. California and Nevada. The product is said to be 40% protein, plus 11 vitamins and minerals. It will be marketed in a 6-oz. gold foil package. Magazines, newspapers, tv and radio will be used. Leo Burnett Co., Chicago, is the agency.*

Battle of the Bowl . . .

Rough and Tumble Cereal Market Awaits General Mills in Britain

U.S. Competitors Already Firmly Entrenched, with Kellogg Right Up on Top

By Mark Random

LONDON, Aug. 25—General Mills' invasion of the English market, announced last week (AA, Aug. 24), will probably add a lot of extra snap, crackle and pop to an already lively breakfast cereal market.

For the breakfast cereal field is one of the toughest, roughest, most competitive markets in Britain today. It is worth about £30,000,000 ($84,000,000) a year in sales. About 80% of that comes from ready-to-eat products.

The main reason for the rough competitive position is that the market is expanding very slowly—only about 1% to 2% per year. Attempts by some manufacturers to promote cereals for use at other times than breakfast have made about as much of a dent as a soggy cornflake hitting an armored tank.

With slow expansion of the overall market, a manufacturer can only improve his position at the expense of his competitors. In a situation like this, heavy advertising expenditures and the regular introduction of new brands by existing companies are characteristic.

Advertising Goes Up

■ In the last six years or so, advertising by the breakfast cereal companies has shown a terrific expansion, and competition has

(*Continued on Page 185*)

Firestone Buys Ike-Nikita Parley Package on CBS

Advertiser to Sponsor 14 Telecasts Carrying $1,000,000 Price Tag

NEW YORK, Aug. 28—Television recorded a major breakthrough this week in its drive to attract advertiser support for public service programming.

The advance was scored by Columbia Broadcasting System, Firestone Tire & Rubber Co. and Firestone's agency, Campbell-Ewald Co. Firestone will sponsor 14 half-hour news specials covering the Eisenhower-Khrushchev exchange of visits and the events leading up to the exchange. Titled "Eyewitness to History," the series will be taped and filmed.

Firestone's willingness to allocate nearly $1,000,000 of its ad-

(*Continued on Page 173*)

Big Three Small Cars Will Hurt Imports: Politz

'Look' Study Finds '60 Unit Sales to Run 6,400,000-6,700,000

NEW YORK, Aug. 28—*Look's* annual automotive study will be out Monday.

The findings should reassure Detroit. They indicate that (1) 1960 will be a bumper year for new car sales and (2) the imports will suffer from the introduction of compact cars by Detroit's Big

(*Continued on Page 176*)

ROBERT A. LEWIS *has been named advertising manager of the Rome Cable division of Aluminum Co. of America, Rome, N. Y., effective Sept. 1. Mr. Lewis formerly was a program supervisor in Alcoa's advertising department.*

Conde Nast's Street & Smith Buy Adds New Province to Newhouse Empire

'Charm'-'Glamour' Merge to Create Fashion Book with 1,000,000 Circulation

NEW YORK, Aug. 25—A publishing dynasty dating back more than a century ended today when Street & Smith Publications, under continuous financial control of the same families since 1855, was bought out by its major competitor, Conde Nast Publications.

Although price details were not disclosed, it was learned that negotiations were completed after a stock and cash arrangement involving about $4,000,000 was made between the two companies.

Purchase of Street & Smith puts Nast in a strategic position in the women's magazine field. Nast is publisher of *Glamour*, *Vogue*, *House & Garden* and *Bride's Magazine*, while Street & Smith's properties include *Charm*, *Mademoiselle* and *Living For Young Homemakers*.

■ It was announced today that effective with the November issue *Charm* will be combined with Nast's *Glamour*. The other Street & Smith publications, which also include two sports annuals, *Astounding Science Fiction*, *Air Progress* and *Hobbies for Young Men*, will be operated as a wholly owned subsidiary of Conde Nast. Arthur Gray, an attorney who succeeded the late Gerald H. Smith in 1955, will continue as president of the subsidiary.

In a letter to go to advertisers and agencies next week, Conde Nast said that *Glamour* and *Charm* will be combined under the title, *Glamour Incorporating Charm*. Ralph F. Timm, *Glamour* ad manager, will continue as ad boss of the combined book. Advertisers in November through January issues will be offered the combined circulation at *Glamour's* current rate, $3,325 per b&w page, Conde Nast said.

By combining *Charm* and *Glamour*, the publisher hopes to have the only fashion magazine with more than 1,000,000 circulation. In the first six months of 1959, both publications had nearly identical circulations and ad revenue. *Charm*, with a circulation of 656,033, ran 435 ad pages and racked up $1,771,667 in revenue, up about 1% over the first half of 1958. Nast's *Glamour*, with a circulation of 668,062, ran 420 pages of advertising and had $1,700,952 in revenue, off 3% from the like period in the previous year.

■ In announcing the sale today, Street & Smith said its stockholders "reluctantly" relinquished control to Conde Nast.

"Street & Smith, which celebrated its 100th anniversary in 1955, has always been closely held by descendants of the founders. For several years its stockholders have reluctantly felt it advisable

(*Continued on Page 176*)

Rival Publishers Bicker in Ads for 'Lady Chatterley'

New American Library's Suit Hits Grove; Drive Planned

NEW YORK, Aug. 26—New American Library, publisher of both expurgated and unexpurgated editions of "Lady Chatterley's Lover," this week filed an action in supreme court here asking a $500,000 judgment from Grove Press, Dell Publishing Co. and Dell Distributing Inc.

The complaint asks that Grove—which publishes a paperback edition of the novel through an arrangement with Dell—be enjoined from promoting, advertising, distributing or selling the edition "unless it takes adequate steps to eliminate from the front cover any representation" that it is the only unexpurgated version published or authorized in the U.S.

The action asks further that the defendants be directed to adver-

(*Continued on Page 176*)

Bank Doesn't Own Masius & Fergusson; It Owns Service Company Doing the Work

LONDON, Aug. 25—Leonard M. Masius, chairman of Masius & Fergusson Ltd., has protested ADVERTISING AGE's statement that the agency is now controlled by Warburg's Bank.

AA made this statement in referring to the fruitless efforts of Ted Bates & Co. to purchase Masius & Fergusson, Britain's fifth largest agency (AA, July 13).

Mr. Masius characterizes this description as "entirely untrue," pointing out that "the entire share capital of Masius & Fergusson Ltd. is owned by its directors, all of whom are actively working in the company in London."

■ Conceding that the agency has "a friendly and highly valued business association with S. G. Warburg & Co., the bankers," Mr. Masius nevertheless asserts: "The company is entirely independent of any outside control."

A careful check of public financial records indicates that Mr. Masius is technically right, but only after a number of "buts" and "howevers" have been disposed of.

Masius & Fergusson is the successor company here to Lord & Thomas. Mike Masius is an American who originally went to London to work for Lord & Thomas. William B. B. Fergusson, a Briton, is no longer connected with the agency. He is in the U. S. working as director of international advertising for Colgate-Palmolive Co., a longtime client of Masius & Fergusson.

■ Financial records on file here at the Board of Trade confirm Mr. Masius' contention that the company now known as Masius & Fergusson is owned by its directors, all of them active in an advertising agency capacity. However, they also show a financial structure which is probably unique in the history of the advertising agency business. And within this structure, it is clear that Warburg's Bank plays a key role.

This, in short, is the financial story told by the records:

■ On March 29, 1957, the agency known as Masius & Fergusson changed its name to Maspar Services Ltd. by a special resolution of the board. Other special resolutions changed the declared functions of the company so that it would not act at any time as advertising agents. Instead, its objects were stated, in brief, to pro-

(*Continued on Page 174*)

Nestle Boosts Philips to Top Marketing Post

WHITE PLAINS, N. Y., Aug. 27—H. K. Philips, former vp in charge of sales, has been promoted by Nestle Co. to the new post of vp of marketing and will direct and coordinate activities of the company's three marketing divisions: Chocolate, coffee, and bulk and institutional.

The promotion was part of a new marketing program aimed at "more efficient operations and better service to customers." The plan is to allow the newly separated chocolate and coffee marketing divisions "to concentrate on fewer products in a greater depth."

▪ Thomas F. Corrigan, who has handled bulk and institutional products, is general manager of that division; Donald Cady, former vp in charge of advertising and merchandising, is vp and general manager of the chocolate marketing division, and Alistair Semple, formerly assistant to sales vp H. K. Philips, is general manager of the coffee marketing division. Each group will include sales, advertising, merchandising and product planning functions.

The chocolate division will handle Nestle chocolate bars, Ever-Ready cocoa, Quik, Zip, Nestle's semi-sweet chocolate morsels, cookie mixes and evaporated and condensed milk. The coffee division will handle Nescafe, Nestle's instant coffee, Decaf, Nestea and Maggi seasoning and bouillon. The bulk and institutional division will have all bulk chocolate and various products in vending machines, soda fountains and restaurants.

(See profile on Nestle Co. in the "100 Leading National Advertisers" section of this issue, Page 51.) #

Greenway Adds 3 New Clients

Greenway Advertising Agency, St. Louis, has been named to handle advertising for Marco Sales Co., St. Louis, distributor of Carrier products; Minerva Co., Eldorado, Ill., miner and miller of fluorspar, a lustrous, glasslike mineral used as a flux, an opacifier and decolorizer in the steel, glass and ceramics industries; and both the vending machine and spot merchandiser divisions of Star Cooler Corp., St. Louis.

Agricultural Admen Elect

Harold O. Hayes, Fuller & Smith & Ross, has been elected president of the Chicago Area Agricultural Advertising Assn. Other officers are Robert J. Walton, John Blair & Co., 1st vp; J. I. Pettit, International Harvester Co., 2nd vp; James A. Clarity Jr., Midwest Farm Paper Unit, 3rd vp; R. C. Ferguson, *Successful Farming*, treasurer, and W. B. Wiemers, *Farm Journal*, secretary.

Highlights of This Week's Issue

Advertising Age *this week presents its fourth annual study on the 100 leading national advertisers who invested $2.3 billion in advertising in 1958, an increase of 4.6% over the 1957 total of $2.2 billion* .... **Page 1**

John H. Breck Inc. shifts the tv portion of its account from N. W. Ayer & Son to Reach, McClinton & Co. ....**Page 1**

Oscar Mayer & Co. moves its $1,500,000 account from Baker, Tilden, Bolgard & Barger to J. Walter Thompson Co. ....**Page 1**

Five newcomers appear among top network tv spenders for the second quarter of 1959 ....**Page 2**

Sara Lee will use strongest advertising schedule in company history to introduce nationally two new cakes, Sara Lee all-butter fresh banana cake and fresh orange cake ....**Page 2**

John L. Naylor, sales manager of The Saturday Evening Post, is appointed sales director ....**Page 2**

Oil industry celebrates its centennial with print ads and ceremonies on Dave Garroway's "Today" show ....**Page 2**

Renault Inc. moves the radio-tv portion of its account from Needham, Louis & Brorby to the Kudner Agency ....**Page 2**

Life and Look set to publish separate studies aimed at providing advertisers with a new magazine measurement ....**Page 2**

United Aircraft Corp. awards lion's share of its $1,500,000 account to Campbell-Ewald ....**Page 3**

Firestone Tire & Rubber Co. will sponsor 14 half-hour news specials covering the Eisenhower-Khrushchev exchange of visits and events leading up to the exchange ....**Page 3**

Look's annual automotive study reports 1960 will be a bumper year for new car sales and that imports will suffer from the introduction of compact cars by Detroit's Big Three ....**Page 3**

Conde Nast Publications buys out Street & Smith Publications ....**Page 3**

New American Library, a publisher of "Lady Chatterley's Lover," files an action in New York supreme court asking a $500,000 judgment from Grove Press, Dell Publishing Co. and Dell Distributing Inc. ....**Page 3**

Leonard M. Masius, chairman of Masius & Fergusson Ltd., protests Advertising Age's statement that the agency is now controlled by Warburg's Bank ....**Page 3**

National Diaper Service Industry, Philadelphia, switches its account from Gray & Rogers to Seberhagen, Nevin, Gruver ....**Page 20**

National Distillers Products Co. will spend an estimated $7,400,000 for holiday advertising this year, about 15% more than the company spent in 1958 on holiday promotion ....**Page 20**

American Newspaper Guild asks the Department of Justice to reopen its investigation of a year ago into whether the Hearst and Scripps-Howard interests are illegally dividing newspaper markets ....**Page 27**

Management Methods reports middle-size American corporations are the most profitable market for companies which sell their products to other businesses ....**Page 32**

Metro-Goldwyn-Mayer uses saturation radio in 31 top markets to boost box office sales for its new Glen Ford-Debbie Reynolds comedy, "It Started with a Kiss" ....**Page 33**

Time reports 50 metropolitan areas in 1958 accounted for an average of 70% of the total national market for distilled spirits ....**Page 34**

McGraw-Hill appointed eight new publishers to succeed six on 13 of its 41 publications within the first eight months of 1959 ....**Page 179**

E. I. du Pont de Nemours & Co. will use 400 newspapers, three special tv shows and six magazines to push its Zerex anti-freeze this fall, in what the company calls its largest fall advertising campaign in Zerex history ....**Page 189**

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Top 25 Network TV Advertisers ....Page 174
Nielsen TV Ratings ....Page 177
Chain Store Sales ....Page 178
Farm Publications Linage ..Page 180
Department Store Sales ....Page 189

REGULAR FEATURES

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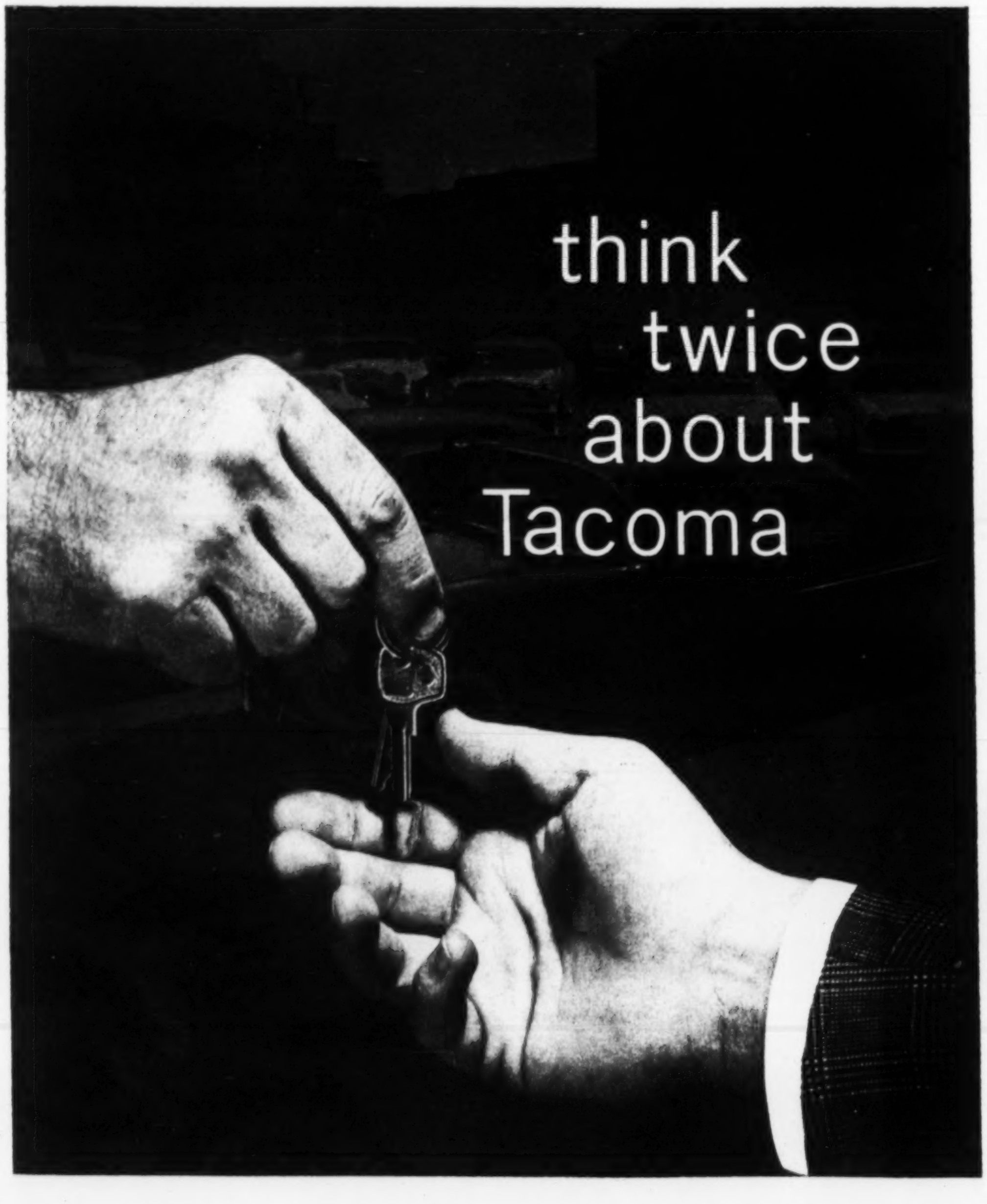
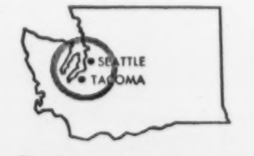
What They're Saying 12

Griggs Equipment Names Dally

Griggs Equipment Inc., Belton, Tex., manufacturer of school, church and theater seating, has named Dally Advertising, Fort Worth, as its agency, succeeding Fuller & Smith & Ross. The company also has promoted Frank Butler from general sales manager to exec vp and O. L. Petty from assistant sales manager to sales manager.





The Puget Sound Circle is your main target in Washington State. That makes TACOMA a must buy on every selling schedule.

Yes—give Tacoma the double-take when you make up your newspaper list. Because here's a market of marked importance that *demands* attention. Reason?

1. Tacoma does business!
Examples: Automotive sales, $51,857,000. Food sales, now $95,417,000. Total retail, now $347,178,000.

2. Tacoma can be covered *only* by the News Tribune (now delivering nearly 85,000 daily). More than 68,678 families read *no other daily paper!*

Ask the man at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

Electronics, Communications and Photographic Equipment Manufacturers . . .

Uncle Sam needs YOU!

And you need SIGNAL, the official publication of the Armed Forces Communications and Electronics Association, to reach the representatives of the military who this year accounted for 50% of all sales in the electronics industry—a whopping 4 billion!

SIGNAL is read by 10,000 of your prime prospects in this most lucrative and progressive of all markets. For keeping you well informed on the industry, and for advertising your products and helping you to sell them, there is no more useful publication than SIGNAL.

But, advertising in SIGNAL is only part of an over-all sales plan the Armed Forces and Electronics Association has mapped out to send your sales soaring! The basic plan also includes group membership in the AFCEA, a select organization specializing in all aspects of production and sales in the growing communications and electronics industry...plus a series of AFCEA chapter meetings, dinners and a big annual exposition (held this year in Washington, D. C., from June 3 to 5) for publicizing your firm and displaying your products.

Get in on the profitable AFCEA plan, today. Write or phone:

SIGNAL

OFFICIAL JOURNAL OF AFCEA
Wm. C. Copp & Associates
72 West 45th Street, New York 36, N.Y.
MUrray Hill 2-6606

NOT FOR HIRE

RALPH MEEKER

THOSE VIEWERS IN YOUR MARKET WHO MISS **RALPH MEEKER** IN THE FIRST EPISODE OF "NOT FOR HIRE" WILL BE SORRY. THOSE WHO MISS HIM IN ANY OTHER EPISODE WILL BE FEW

NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

This Week in Washington . . .

P.O. Eases Rule on Mailability of Non-Paper Second Class Matter

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 27—Thanks to a new rule set for release by the Post Office Department, advertisers will soon have more freedom to brighten up their ads with "swatches" of various kinds.

In the past, the department has held that only "swatches" made of paper can be used on ads carried by magazines which get second class rates.

Now it says swatches of many kinds of material can be used, so long as something is printed on them.

The old rule was based on sections of the law which specified that magazines must consist of "paper" pages. Last year, however, Congress dropped the word "paper" from the definition of magazine. This made it possible for publishers to use pages consisting of plastics, aluminum foil and other materials. It also prompted the department to decide that "swatches" need no longer be made of paper, either.

In recent years postal officials have tried diligently to strip away some of the hair-splitting regulations which accumulated in the past. In general the policy is to give publishers and advertisers maximum freedom to create interesting ads—so long as they do not use materials which distort the shape of a publication, or become a nuisance in the mail.

■ On the other hand, there is ample evidence that the department is dedicated to a "get tough" policy so far as qualification for low second class rates is concerned. Recently, a Post Office hearing examiner ruled that a publication composed solely of crossword puzzles does not qualify for second class privileges. If his ruling stands up, other crossword puzzle magazines may be challenged. In addition, there are reports that second class standing of certain other types of specialized publications will come up for investigation.

Senator Seeks 'Subsidy' Limit

If the Senate takes up S. 2402, a bill authorizing the Post Office Department to fly first class mail, there may be some uncomfortable moments for the publishing industry.

When the Senate post office committee cleared S. 2402 this week, Sen. Joseph Clark (D., Pa.) tried unsuccessfully to tack on an unrelated rider specifying that no publication should receive a subsidy in excess of $100,000 a year.

Many experts term his "anti-subsidy" idea an accountant's utopia, since it inevitably would lead to endless litigation over the Post Office Department's system of accounting, and its method of computing "subsidy." However, Sen. Clark was undeterred. He warned his colleagues that the subsidy rider will be offered if S. 2402 gets before the Senate.

Stations Pay to Maintain FCC

Rep. Paul C. Jones (D., Mo.) took time during House debate on the "Lar Daly" case the other day to put in a plug for legislation to let "daytime" radio stations stay on the air after sunset during the short winter days.

Since the House was virtually unanimous in its determination to exempt newscasts from the FCC's equal-time rule, he figured he might better use the forum to spread the word on a topic which was getting less attention. He said short hours prevent daytime stations from rendering maximum service to their communities.

From the start he made it clear that he is an interested party, in the sense that he is a stockholder in a daytime station. But, he added, "I am different from most people who operate radio stations. I feel every radio station in the land should pay a license sufficient to more than pay for the maintenance and operation of the Federal Communications Commission.

"You will find very few operators of radio stations who would agree to that, but it is fair. We should pay for the operation of the agency that regulates our business."

Patent Agent Ad Ban Upheld

The court of appeals here has refused to grant a further postponement in enforcement of a Commerce Department rule which prohibits persons who practice at the patent office from using advertising. That means the ban is now in effect and that there is only an outside chance that this form of advertising will be salvaged by new legal maneuvers.

After years of pressure from the legal profession, former Secretary of Commerce Sinclair Weeks signed the advertising ban last October, but it was suspended while a non-lawyer who practices at the patent office tried to convince the courts that the rule was an arbitrary and unnecessary interference with the operation of his business.

Some sources estimate about $300,000 is involved, mostly for a select list of publications which are read by mechanically and scientifically minded individuals. #

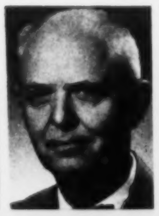
Post Cereals Tied in with Better Breakfast Month

The Post division of General Foods Corp. is tying in with the Cereal Institute's Better Breakfast Month for the second year. Last year's consumer sweepstakes, offering $100,000 in cash and merchandise prizes, will be repeated. First prize is $100 a day for a year. To enter, the consumer has only to send in her name and address on a postcard. Advertising starts the last week in August on three CBS-TV shows: "Danny Thomas Show," "December Bride," and "Joseph Cotten Show." This will be followed by a color spread in the Aug. 31 issue of *Life*, plus color spreads in *Family Weekly, Parade* and *This Week Magazine*.

Theme of the campaign will be "Eat a little bit better breakfast," tying in with the "Little bit better" slogan which is a part of all Post cereal advertising. Details of the sweepstakes are printed on Post cereal packages, along with a series of 10 breakfast menus which provide possibilities for product tie-ins for food stores. Benton & Bowles, New York, is the agency.

Swanson Leaves Hoffman & York to Join Ken Seitz

Earl H. Swanson, vp of Hoffman, York, Paulson & Gerlach, Milwaukee, has resigned to join Ken Seitz & Associates, Milwaukee, with account and managerial responsibilities. Before the merger of Hoffman & York and Paulson-Gerlach & Associates last November, Mr. Swanson was exec vp of Paulson-Gerlach.



Earl H. Swanson

He also has been with Christiansen Advertising Agency, Chicago, and Klau-Van Pietersom-Dunlap.

SUCH A WASTE—GOING IN CIRCLES!

But it's the season . . . campaigns for '60 have to be set, new fall promotions launched, and all this in addition to the normal unexpected assignments or client problems.

Wait a minute, put down the tranquilizer and give us a call. Take that job on top of the pile, for example. If there's a message to dramatize, a new development to explain, a logo or new package design to establish, we feel sure we can help. Jam Handy maintains crews of specialists ready and waiting to go to work on these jobs for you. Helping you help your client is our business. Motion pictures, slidefilms and other visual training aids are just a few of the ways that we serve successful agencies across the country.

Our specialized staff and facilities are available to you. For details on production and price that is so right—contact

The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

A message to advertisers about THIS WEEK Magazine:

"WE know first hand how THIS WEEK readers respond to the steady advertising programs of our suppliers. There is no question in our minds about it, THIS WEEK Magazine figures importantly in our customers' buying decisions and does an outstanding job of selling for us."

Theodore E. Cummings
President, Food Giant Markets, Los Angeles, Calif.
(28 stores. $100,000,000 annual volume)

To Move Goods Fastest...Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Feemster Asks Lawyers: Help Create More 'Right to Advertise' Laws

(See editorial on Page 12.)

MIAMI, Aug. 25—A plea for support for more "right to advertise" laws like the one just passed in Ohio (AA, Aug. 17) was made to members of the American Bar Assn. meeting here today.

The plea came from Robert M. Feemster, chairman of the executive committee of Dow Jones & Co. and immediate past chairman of the board of the Advertising Federation of America. He spoke on "The Right of Public Utilities to Advertise," a subject which itself is a warning bell, he said.

■ "We've come to a fine pass when it becomes necessary to include this subject on your speaking agenda," he asserted. "I'm sure it would shock most Americans to learn that the right of the utility industry—or any other industry—to inform the public is being questioned and attacked."

Pointing to the Ohio law, Mr. Feemster said, "This is a good beginning. Now, let's pass a law in 49 other states and in Washington, D.C., as well."

He said that lawyers are in a key position to help foster and enact such legislation.

■ Mr. Feemster urged the lawyers to be on the watch for the following "devices by which city, state or federál governments can now 'put gags in our mouths and cotton in our ears':

- "Any Internal Revenue [Service] ruling against advertising as legitimate, tax-deductible business expenses.
- "Denial of the right to deduct dealers' advertising allowances prior to reckoning the base for manufacturers' excise taxes.
- "Discriminatory municipal and state taxes on advertising.
- "State prohibitions forbidding members of certain legitimate businesses or professions to advertise their services.
- "Harsh restrictions on billboard advertising.
- "Continuous and increasing postal rate discrimination against advertising content of newspapers and magazines."

■ Mr. Feemster depicted freedom to advertise as the "guarantor" of freedom of the press and freedom of speech. "Under today's costs," he said, "neither freedom of the press nor freedom of speech are economically even possible in America without the definite freedom to advertise any legitimate activity."

He pointed specifically to the Internal Revenue Service's rulings about the deductibility of ad costs and said, "Anyone who takes the position that denying the tax deductibility of advertising cost does not in effect kill the right to advertise is engaging in pure poppycock." #

Let Bantob Sue, Says Cooper; Cites 2 'Cornsilk' Reports

WASHINGTON, Aug. 25—"I don't care a whoop about their threatened suit."

That's how Sen. John Sherman Cooper (R., Ky.) reacted this week after the maker of Vanguard cigarets protested his release of government reports which say the tobacco-less smokes are made mostly of cornsilk (AA, Aug. 24).

In telegrams to Sen. Cooper and to Agriculture Secretary Ezra Taft Benson, Gerald M. Schaflander, president of Bantob Products, Bay Shore, Long Island, said it was "idiotically unfactual" to state that the Vanguards tested in Dayton contain either cornsilk or sugar cane.

"Obviously," the telegrams said, "Kentucky senator cares less for health of people of Kentucky and nation than he does about interests of Kentucky burley growers' production of toxic tobacco leaves, linked by U. S. government to lung cancer and cardio-vascular diseases."

■ In a speech before the Senate, Sen. Cooper snapped back, "My interest in health is one of the reasons my curiosity was aroused as to just what these new 'smokes' contained."

He said, "If Vanguards do not contain cornsilk, the company should advise the public what they do contain.

"If it is a cigaret," he continued, "we should consider the possibility of taxing it, as tobacco is taxed."

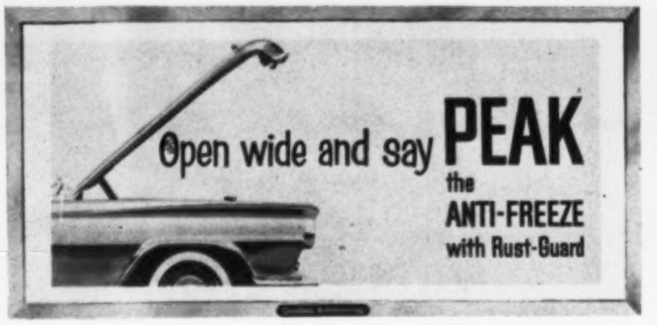
As to the report that Bantob Products has retained the law firm of Javits & Javits, New York, to determine whether a lawsuit should be filed, Sen. Cooper commented, "I am not concerned about their threatened suit.

"If the company desires to sue me, it can do so. Then perhaps we can learn whether Vanguard contains cornsilk or some other material."

■ He reported that an analysis of Vanguards was made at his request by Dr. R. B. Griffith, a tobacco expert at the University of Kentucky. Subsequently, he said, he learned from a news article in the *Louisville Courier-Journal* that studies also have been made by the Department of Agriculture.

At his request the Department of Agriculture transmitted a study by Louis O. Williams, botanist in the crop research division, Beltsville, Md. This report said the product contained no tobacco, and that the bulk of the material in Vanguards is "morphologically [structurally] similar to cornsilk."

Sen. Cooper said he also learned that the Food & Drug Administration's division of microbiology had made an analysis and concluded that "the natural fibers are principally cornsilk." #



EARLY PUSH FOR ANTI-FREEZE—*Commercial Solvents Corp., New York, will start a heavy poster promotion in September for Peak antifreeze in 161 markets timed to coincide with the onset of cool temperatures. The campaign will be vigorously merchandised to service dealers and automotive wholesalers. Fuller & Smith & Ross is the agency.*

Eight Advertisers Win Awards from Cleveland tf Club

CLEVELAND, Aug. 25—Eight advertisers and their agencies have been announced as winners in the ninth annual advertising achievement contest of the tf Club of Cleveland.

The awards this year constitute the chief event of the first annual Business Publications Week, which starts here Sept. 13 under the club's sponsorship. Winners will receive engraved plaques and certificates at a luncheon Sept. 14. That entire day will be given over to a seminar on business paper advertising.

Division winners, selected by the judges from 302 entries—a 25% increase over the number in 1958—are as follows:

INTRODUCTORY (for an ad that introduces a new or improved product, an established product into a new market, a new service, or an improved service)—Goodrich-Gulf Chemicals, Cleveland (Ketchum, MacLeod & Grove). Honorable mention: Aluminum Co. of America, Pittsburgh (same agency).

TESTIMONIAL (for an ad that promotes a product or service through testimonial appeal)—Gar Wood Industries, of Wayne, Mich. (Meldrum & Fewsmith). Honorable mention: Timken Roller Bearing Co., Canton, O. (Batten, Barton, Durstine & Osborn).

INSTITUTIONAL (for an ad that builds prestige, recognition and acceptance of company or service, products in general)—U. S. Steel Corp., Pittsburgh (BBDO). Honorable mention: Gulf Oil Corp., Pittsburgh. (Ketchum, MacLeod & Grove).

INQUIRY (for an ad specifically designed to produce inquiries)—Tocco division, Ohio Crankshaft Co., Cleveland (Carr Liggett Advertising). Honorable mention: Magnetics Inc., Butler, Pa. (Lando Advertising Agency).

PRODUCT FEATURES (for an ad that features information on established products or services)—Switzer Bros., Cleveland (McCann-Erickson). Honorable mention: Chesapeake & Ohio Railway (Robert S. Conahay Inc.).

For fractional page ads, these were the winners:

INTRODUCTORY—Miniature lamp department, General Electric Co. (BBDO). Honorable mention: Bausch & Lomb Optical Co., Rochester, N. Y. (Wolff Associates).

INQUIRY—Commercial Shearing & Stamping Co., Youngstown (G. M. Basford Co.). Honorable mention: Brush instruments division, Clevite Corp., Cleveland (Duffy, McClure & Wilder).

PRODUCT FEATURES—Pfaudler Co. division, Pfaudler Permutit, New York (Rumrill Co.). Honorable mention: Clark Controller Co., Cleveland (G. M. Basford Co.). #

Maurice Pereles, Pioneer in Foreign Ads, Is Dead at 85

MIAMI BEACH, FLA., Aug. 28—Maurice Pereles, 85, founder and former president of Foreign Advertising & Service Bureau, died Aug. 26 at his home here. Mr. Pereles was a pioneer in foreign advertising in the U. S. He established Foreign Advertising & Service Bureau in Detroit in 1903 and moved it to New York in 1916. It is reportedly the oldest U. S. agency specializing in foreign advertising.

Mr. Pereles was born in Baltimore. As a young man he went to India for an import house and spent many years in the Far East.

Returning home about the turn of the century, he interested a number of American companies in foreign trade and advertising and established his own agency.

In those days agency commissions on foreign advertising varied, frequently running as high as 25%. Mr. Pereles was active in establishing standards of practice for foreign advertising and eventually secured agreement among leading advertisers and agencies for a standard agency commission of 15% on gross billing or 17.65% on net.

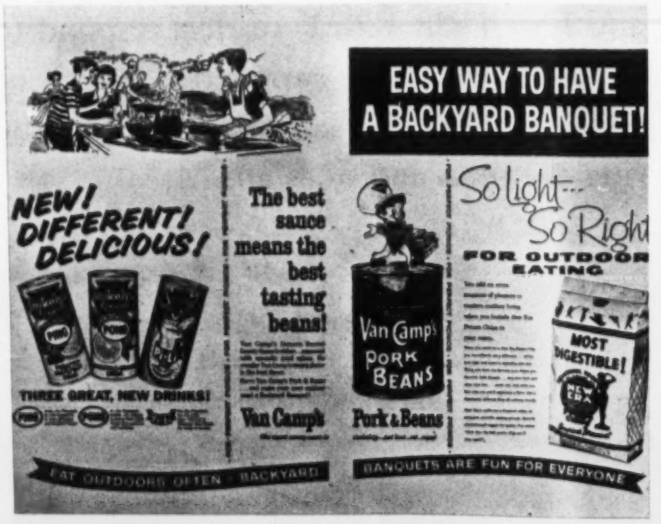
His son-in-law, Joseph L. Palmer, is president and treasurer of the agency.

RUSSELL G. STEBBINS

CHICAGO, Aug. 26—Russell G. Stebbins, 40, sales manager of WNBQ, local NBC-TV outlet, died today in Presbyterian-St. Luke's Hospital after a brief illness.

Mr. Stebbins had been with NBC since March, 1952, and has been WNBQ sales manager for the past year. Prior to that he served as director of sales for WNBQ and radio outlet, WMAQ, for two years and was an account executive in the NBC-TV spot sales office in Chicago for more than four years.

Before joining NBC, he had been a salesman for WBBM, Chicago radio station, for four years; a member of the media department of Dancer-Fitzgerald-Sample, and a space salesman for the *Chicago Sun* (now the *Sun-Times*).


EASY WAY TO HAVE A BACKYARD BANQUET!
NEW! DIFFERENT! DELICIOUS!
THREE GREAT, NEW DRINKS!
The best sauce means the best tasting beans!
Van Camp's
Van Camp's PORK BEANS
Pork & Beans
So light... So Right
FOR OUTDOOR EATING
MOST DIGESTIBLE!
NEW ERA
EAT OUTDOORS OFTEN - BACKYARD
BANQUETS ARE FUN FOR EVERYONE

HALF THE STORY—*Only the right half of this spread was reproduced in last week's Advertising Age due to an error on our part. Here is the whole picture. The color ad will run in the Sept. 2 issue of the Chicago Tribune as a joint promotion by Stokely-Van Camp and New Eera potato chips. Lennen & Newell is Stokely's agency; Otto & Abbs Advertising handles New Era.*

Lip Quick, New Roll-on Lipstick, Bows Nationally

MORRIS PLAINS, N.J., Aug. 27—Lip Quick, the roll-on lipstick tested by Warner-Lambert Pharmaceutical Co. this summer, will be marketed nationally in October. Network tv, newspapers, supplements and magazines will be used.

Part of the Richard Hudnut line, the new roll-on lipstick works on the ball-point principle. The sales argument is that it outlines, shapes and colors in one step, thus taking the place of lipstick, lip liner and lip brush. Copy also points out that Lip Quick can't break off or melt as regular lipsticks do.

■ Starting in October, Lip Quick will be advertised on "Person to Person" (CBS-TV) and on an NBC-TV special featuring Milton Berle with Danny Thomas and Lana Turner. A second NBC-TV special is also planned. Print ads will include insertions in newspapers, Sunday supplements, *Life*, *Look* and "other magazines."

Starting in June, the company tested the product in four cities: Seattle, Portland, Ore., Atlanta and Kansas City (AA, July 6). In all four markets, Lip Quick became the second-largest selling brand within two weeks, the company reports.

■ Within two months, Lip Quick is said to have "cut very sharply" into the sales of the No. 1 brand in the four test markets. The product was given to the Hudnut national sales force two weeks ago, and since then 1,000,000 pieces have been sold, the company said.

Lambert & Feasley, New York, is the agency. #

Aurora Plastics Sets 10-Page Yule Ad in 'Boys' Life'

NEW YORK, Aug. 27—Aurora Plastics will run a 10-page ad in the December issue of *Boys' Life*. An eight-page tear-out booklet plus a center spread, it is the largest ad ever to appear in the magazine.

Aurora will advertise the top kits in its line of models and will use a color page to announce its new ready-to-fly airplanes. A special premium offer will be featured whereby up to 50% discounts can be obtained on nationally advertised sporting goods, watches, pens, flashlights, etc., by saving Aurora box ends.

Backing up the ad, Aurora will distribute an additional 80,000 copies of the eight-page insert and make mailings to jobbers.

Harold J. Siesel Co. is the Aurora Plastics agency. #

HARRY D. BARGER, *vp and principal of Baker, Tilden, Bolgard & Barger, Chicago, joins Wilson & Co., Chicago, Sept. 8 as manager of advertising and sales promotion. He succeeds Mark Cox, who resigned last month (AA, July 27).*

WHAT IT MEANS TO YOU . . .

The Big Three's little secret!

One look at the uniformed figure guarding this gate tells you this is as close as you'll get to the important automotive project he's protecting. Throughout the industry, it's the same story of tight security.

What's the well-kept secret? This year, it's even more than the competitive features of next year's cars; this year, it's that big topic that has turned automotive small-talk to *small car* talk everywhere!

With small cars from the Big Three will come a need for new engine parts and running gear components; new configurations in glass, plastics and rubber; new castings, forgings and sheet metal stampings.

It may be a smaller car, but it's still a manufacturer's nightmare—that is, until he finds suppliers who have what he needs in material, quality, quantity, price and service.

How do you let the industry know about *your* product? By advertising regularly in the weekly Newspaper of the Industry — AUTOMOTIVE NEWS. Whether they are responsible for the small car project, full-size cars, or trucks or buses, AUTOMOTIVE NEWS readers are important to you. They are factory management and production decision-makers; engineering, styling and sales executives; car and truck dealers, and their service and parts managers. They subscribe* to AUTOMOTIVE NEWS for *all* the news they need to keep abreast of their fast-moving industry.

If you have important news for them, let them know about it *soon,* in the one news source they'll be certain to read next Monday, and *every* Monday morning!

The most influential publication in the automotive industry.

**44,000 paid subscribers, 85 percent of whom annually renew at the regular $9 rate without offers of premiums, cut rates or other inducements.*

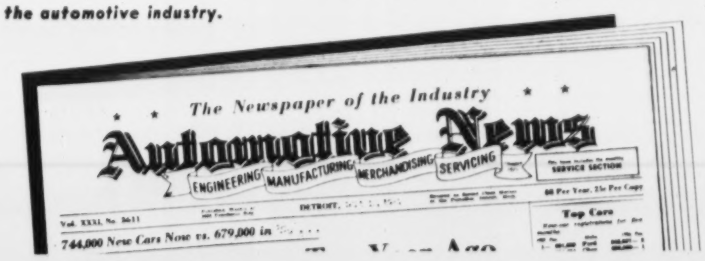
NEW YORK: Edward Kruspak, Howard E. Bradley, Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547

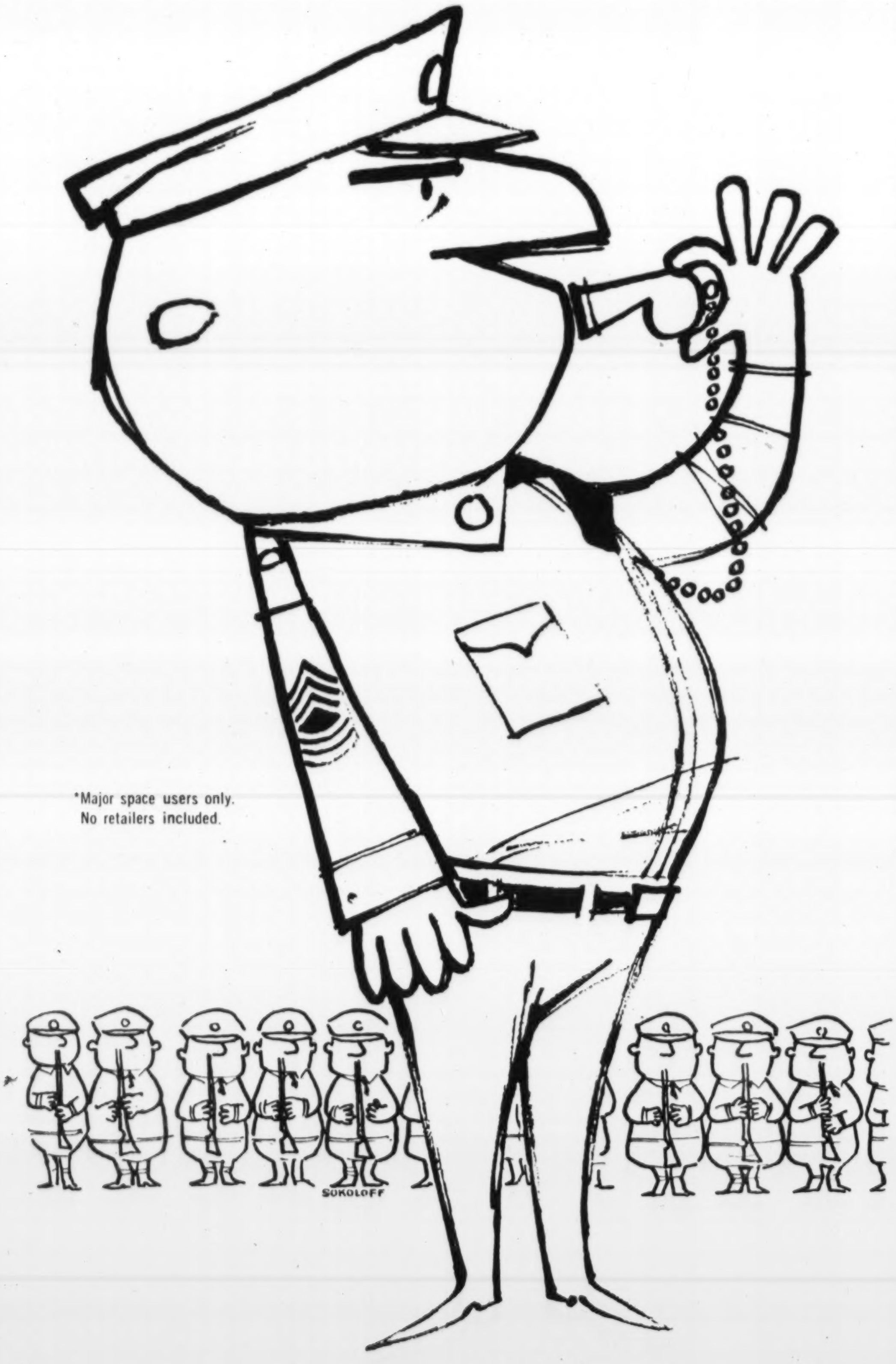
LOS ANGELES: Robert E. Clark, Hollywood 3-4111



Roll Call

of national advertisers in The Kansas City Star in 1959*

By their continuing use of Kansas City Star advertising, these, the nation's outstanding manufacturers and merchandisers, indicate their recognition of the expanding Kansas City market and the unparalleled circulation coverage of The Star.



Abbott Laboratories
Acme Quality Paints, Inc.
Adams Dairy
Allis-Chalmers Manufacturing Co.
All-Year Club of California
Aluminum Company of America
American Bakeries
American Dairy Association
American Express
American Home Magazine
American Iron & Steel Institute
American Life & Accident
American Motors
American President Lines
American Safety Razor
American Tobacco
American Viscose
Anchor Posts
Arkansas Publicity & Parks
Armour & Co.
Armour Fertilizer
Armstrong Cork
Arnold Bernhard
Ash Grove Lime & Port. Cement
Ass'n of American Railroads
Associated Loan
Atlas Supply
Austex Foods

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C. S. Baby Products
Bache & Co.
Badger Paper Mills
Bahamas Development Board
Beacon Wax
Beatrice Foods
Beltone Hearing Aid
Bendix Aviation
Beneficial Finance
Berkshire Knitting Mills
Berry Tours
Better Homes & Gardens
Birdseye
Black, Sivalls & Bryson
Block Drug
Blyth & Co.
Borden
Boyle-Midway
Brach Candies
Braniff International
Breast-O-Chicken Tuna
Brillo Manufacturing
Bristol-Myers
British Travel Association
E. L. Bruce
Buick
Calvin Bullock
W. Atlee Burpee
Butler Manufacturing Company
Butternut Coffee

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Cadillac
Cakebox Bakeries
C&H Sugar
California Packing
California Spray Chemical
Campana
Campbell Soup
Campho-Phenique
Canada Dry
Canadian Government Travel
  Bureau
Canadian National
Canadian Pacific
Candy Gram
Cannon Mills
Canute Company
M. Capp Manufacturing Company
Caravan Tours
Carnation Company
Carol Cookies
Carrier
William Carter
Cat's Paw
Central Airlines
Chesbrough-Ponds
Chevrolet
Chicago, Burlington & Quincy
Chicago, Duluth & Georgian
  Bay Transit
Chicago Great Western
Chicago, Milw., St. P. & Pacific
Chicago, Rock Island, & Pacific
Chrysler
Cities Service
City of San Antonio
Clabber Girl
Clearasil
Clorox Chemical
Coast Fisheries
Coca-Cola
Colgate-Palmolive
Hal Collins
Colorado Springs Cham. of Com.
Colorado Dept. Public Relations
Columbus Plastic Products
Comstock Food
Congoleum-Nairn
Consolidated Cigar
Consolidated Royal Chemical
Continental Air Lines
Continental Baking
Continental Casualty
Continental Oil
Continental Trailways
Cook Chemical
Cooks Paint & Varnish Co.
Corn Products Refining
Creamette Macaroni
Crown Coach Lines
Creomulsion
Cunard
Helene Curtis
Curtis Publishing

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Davis Paint
Daystrom, Inc.
DeJur-Amsco
Delta Airlines
Derby Refining
DeSoto
Dinner-of-the-Month Club
Dodge
Dominican Republic
Dormeyer
Downey Flake Waffles
Dow Chemical
Dow-Jones
Dow Theory Forecasts
Doyle Packing
Dunlop Tires
E. I. DuPont
Francis I. DuPont & Co.

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Eastman Chemical
Eastman Dillon
Eastman Kodak
Eaton & Howard
S. M. Edison Chemical
Elms Hotel
El Producto
Esquire
Eversharp
Evinrude
Ezo Company

•

Fairbank-Whitney
Fairmount Dairies
Farm & Home Equipment
Farm & Home Saving & Loan
Farmers Insurance
Fasteeth
H. Fendrich
Henry Field Seed Company
Firestone
First Boston Corporation
First National City Bank
Fleetwood Company

*Major space users only.
No retailers included.

Florida Citrus Commission
State of Florida
Florist Telegraph
Folger's Coffee
Ford
Foremost Dairies
Formfit
Foster Travel Service
Frank's Pure Food
Frank's Tea & Spice
R. T. French
French Line
Frigidaire
Fritos
Frontier Air Lines
Frozen-Rite Products

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Garden City Nurseries
General Cigar
General Electric
General Foods
General Mills
General Motors Acceptance
General Motors
General Petroleum
General Tire & Rubber
Gerber Products
G. H. P Cigar Company
Gillette
Glessner Company
Glidden
Golden Peacock
Gold Seal
B. F. Goodrich
Goodyear
Great Northern
Great Western Sugar Refining
Green Giant
Grocery Store Products
Groves Laboratories
Gustin-Bacon

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Hall Brothers
Halsey, Stuart & Co.
Harrison Radiator
Harris, Upham
Hawaiian Pineapple
Hawthorn-Mellody Farms Dairy
H. J. Heinz
Henry Holt
Hertz System
Heublin
Holland-American Lines
Hollywood Bread
Hoover Company
Hotpoint
E. F Hutton

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Idaho Potatoes
Illinois Canning
Institute of Life Insurance
IBM
International Harvester
Int'l Ladies Garment Workers
International Milling
International Nickel
Inter-State Nurseries

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Jackson & Perkins
Andrew Jergens
Johnson Outboard Motors
Johnson's Wax

Kansas City Southern
Kasco Mills
Kellogg
Kelly-Western Seed
Kendall Company
Keystone Camera
Keystone Mushroom
Keystone Company
Kidder, Peabody
Kimberly-Clark
Kiplinger Letter
Kitchens of Sara Lee
Kitty Clover Potato Chips
Knights of Columbus
Knox Gelatine
Kraft Foods
Kress & Owen
Kretschner Corporation
Kurland Motor

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LaChoy
Lambert-Hudnut
Lambert Pharmacal
Larus Brother
Lavoptic
Lawry Products
H. D. Lee
James Lee & Sons
Lever Brothers
Libby, McNeil & Libby
Liggett-Myers
Lilienfield Brothers
T. J. Lipton
Hugh W. Long
Look Magazine
P. Lorillard
Joe Lowes
Lykes Lines

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McCalls
Manitoba Bureau of Travel
Matson Navigation
Louis Maull
Maytag
Merchant's Biscuit
Merck
Mercury Outboard Motors
Merrill, Lynch, Pierce, Fenner & Smith
Michigan Peat
Midland Company
Midland Empire Insurance
Midland Pharmacal
Miles Laboratories
Milner Products
Milnot
Minneapolis-Honeywell
Minnesota Mining
Minute Maid
Missouri Division Resources
Missouri-Kansas-Texas Lines
Missouri Pacific
Mitsubishi International
Monico
John Morrell
Morton Packing
Morton Salt
Moto Mower
Murine Company
Mutual of Omaha

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National Biscuit
National Carbon
National Cranberry Association
National Dairy
National Securities & Research
Neosho Nursery
Nestle
New Mexico Tourist Bureau
New York Life Insurance
N. Y K. Line
Niagara Therapy
Niles & Moser Cigar
Norex Laboratories
North American Philips
Northern Pacific
Northern Paper Mills
Norton Company
Norwich Pharmacal
Noxzema Chemical
Nutrena Dog Food

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Old American Insurance
Oldsmobile
Olin-Mathieson
One William Street Fund
Open Pit Bar-B-Q Sauce
O'Sullivan Rubber
Otarion Hearing Aids
Otoe Food Products
Ozark Airlines

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Pacific Citrus Products
Pacific Intermountain Express
Pacific Mills
Palm Beach
Pam Industries
Paper-Mate
Joseph Paramet
Parker Pen
Mrs. Pauls Kitchens
Peabody Coal
Pen Jel
Pennsylvania Salt
Penn Mutual Life
Pepsi Cola
Personal Products
Peterson Ointment
Pharma-Craft
Pharmaco
Philco
Philip Morris
Phillips Petroleum
Phipps Products
Phoenix Chamber of Commerce
Pillsbury
Pittsburgh Plate Glass
Plough
Plymouth
Polaroid Sunglasses
Pontiac
Popular Science
Prentice Hall
Prince Matchabelli
Procter & Gamble
Pro-phy-lac-tic Brush
Province of Manitoba
Prudential Life
Public Service Electric & Gas
Purity Cheese
Puro Filter Corporation

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Quaker Oats

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R. P M. Manufacturing
Radio Corporation
Raeford Worsted
Rain Jet
Ralston Purina
Rath Packing
Reader's Digest
Real Gold Citrus
Red Diamond Potato Chips
R. C. A. Victor
R. C. A. Whirlpool
Reese Finer Foods
R. J. Reynolds
Relax-a-Cizor
Remington Rand
Resinol Chemical
Revere Camera
Revlon Products
Rexall
R B. Rice
Robb-Ross
Rolley, Incorporated
Ronson
Roper Ranges
Helena Rubinstein
Rustain Products

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St. Louis & San Francisco R. R.
St. Martin's Press
Sani-Wax
Santa Fe Railroad
A. Schilling
Dr. Scholls
Schulze & Burch
Scott Paper
Scripto
Seabrook Farms
Sealy
Seidlitz Paint
Sealtest Milk
Seven 7-Up
Shaler Company
W. A. Sheaffer Pen Company
Sheffield Steel
Sherwin-Williams
Shulton
Shwayder Brothers
Silent Automatic
Simon & Schuster
Simoniz
Sinclair
Sioux Honey
Siroil Laboratories
Skelly
Skyway Luggage
A. O Smith
Socony-Vacuum
Soilax
Southwestern Bell Telephone
Southwestern Greyhound Lines
Speas Vinegar
Spencer Chemical
Sperry Candy
Spring Mills
Standard Brands
Standard Knitting Mills
Standard Oil Company
Star Kist Tuna
Steel-Co Co-ordinating Comm
A Stein
Stephano Brothers
Sterling Drugs
Stern's Nurseries
Stix Products
Stokley-Van Camp
Stouffer
Levi Strauss
Studebaker-Packard
Sugar Information, Incorporated
Summit Encyclopedia
Sunbeam
Sunkist
Sunshine Biscuit
Surprise Bra
Swift & Co.
J. H. Swisher & Son
Sylvania Electric

•

Tampax
Tennessee Division Information
Tension Envelope
Texaco
Thompson Water Seal
Tidy House Products
Time
Toni
Tonsilene
Top Value Enterprises
Toro Manufacturing
Trans Continental Airlines
Trans World Air Lines
B. F Trappey's & Sons
Triangle Publishing
Mrs. Tucker's Food

•

Underwood
Union Carbide
Union Pacific
United Airlines
United Artists
United Business Service
US News & World Report
United States Rubber
U. S. Steel
U. S Tobacco
Upjohn

•

Value Line Inv. Survey
Vanderbilt Better Tours
Velsicol Chemical
Vendo Company
Vick Chemical
Viking Air Products
Viking Press

•

Wabash
Waddell & Reed
Warner Brothers
Water Master
Weathertite
Weller Electric
Wellington Fund
Wesson Oil & Snowdrift Sales Co
Western Electric
Westinghouse Electric
Western & Southern Life
Westley Industries
Whistle-Vess
Whitehall Pharmacal
Whitman
Whitney Seed
Willys Motor
Wilson & Co
Wilson Sporting Goods
Dean Witter
Wright's Smoke
Wyler & Co
World Publishing Company

•

York Pharmacal
Yuba Power Products

•

Zenith

THE KANSAS CITY STAR

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E 40th St
Murray Hill 3-6161

SAN FRANCISCO
625 Market St
GArfield 1 2003

The Editorial Viewpoint . . .

Profiles of 100 Leaders

"They said it couldn't be done," the man says in the cigaret television commercials. And they also said it couldn't be done when ADVERTISING AGE started out to present yearly profiles—including estimates of billing—for advertising agencies a dozen or so years ago. Yet today AA's annual advertising agency issue is the accepted source for data on agency size, billings, employes, etc.

They also said it couldn't be done when we decided, four years ago, to put together detailed marketing profiles on the 100 largest U. S. advertisers. We set ourselves an almost impossible goal. We wanted sales figures, profits, product position, total advertising expenditure, and complete and accurate lists of agency and marketing personnel, among other things. In some instances, of course, most of these things are easy to get; in others (about one-third of the 100 leading advertisers are usually privately-owned companies which do not even release sales figures) they are extremely difficult.

The AA editorial staff very nearly broke its collective back on the first attempt to gather this information. Wisely, as it turned out, we had made the project a "secret" one; that is, no general announcement was made that the material was to be published. So, as we missed deadline after deadline, no one was disappointed but us. But we finally made it—in the next to the last issue of 1956.

Since then it has been easier, but it is still no easy thing to gather these statistics and this information. Yet the weeks of checking and cross-checking which involve practically every member of the editorial staff pay off, pleasantly, in an issue which has quickly won acclaim among AA readers as one of the most important and useful issues of the year.

So, proudly, we present herewith our fourth annual "100 Leaders" issue, with detailed profiles of the marketing and advertising activities of America's most important advertising companies.

The Right to Advertise

In this country, in which every one has so many rights which are guarded so jealously, it is a little hard to realize that the right to advertise—a right of no mean importance—has been withdrawn from a considerable portion of our citizenry.

It was therefore a matter of considerable importance that occurred in the state of Ohio this month, as a bill was passed into law which prevents state agencies from restricting or banning advertising. The bill also provides punishment for those convicted of false or misleading advertising by suspending their licenses to do business.

"Here in Ohio we began to grow a little weary of running to the state house to combat the many attempts to legislate restrictions on advertising by various groups which are licensed by the state government," William B. Kight of Kight Advertising, Columbus, who is governor of the Fifth District, Advertising Federation of America, told ADVERTISING AGE.

"So the Ohio Newspaper Assn. drew up and sponsored a bill which would prohibit all state agencies from enacting any regulations which would in any way restrict advertising by people or businesses in the state.

"As you can appreciate, getting this bill through was not the easiest job in the world, but with the unanimous support of all media, all advertising clubs, and our AFA Fifth District, the bill was passed and was just signed by Gov. DiSalle.

"This bill is the first of its kind to be passed in the nation, and I think its impact is tremendous. Up to now, the various state agencies have possessed power to prohibit or regulate advertising for any reason whatever. But now, with the passage of this legislation, the right to advertise has been upheld as a basic freedom.

"However, this progressive move does not by any means imply that the bars are being let down to false or fraudulent advertising. The 'right to advertise' law also provides that any advertiser convicted of abuses of advertising may lose his license to do business. We think that this provision is also an essential part of the law, as there are always those who try to take advantage of any liberties.

"Ohio may be the first state to pass such a bill—but we certainly hope it won't be the last. If advertising people in other states can pick up this idea and sponsor such bills in their own legislatures, perhaps we can begin to head off a large amount of harassment which is being directed against legitimate advertising."

# \# \#

Gladys the beautiful receptionist

—**Sandy Woodbridge, Bozell & Jacobs Inc., Omaha.**

"I asked the new space buyer how he was getting along and he said, 'Just medium'."

What They're Saying . . .

Deplores 'Brain-Picking'

The advertising press recently announced the move of a sizable deodorant account to a new agency. The previous agency had pioneered the promotion of the brand since its introduction in 1955. A spokesman for the advertiser, when asked about the agency change, is quoted as saying: "We like to pick as many brains as possible."

If that attitude implies a deliberate policy of frequent agency change, it is unhealthy for the advertising enterprise, from the viewpoint of both the clients and the agencies. It is based on the premise that an agency will do its brainiest work when it is newly assigned to an account, and that the advertiser will profit by moving the account within a relatively short time to a new set of brains elsewhere.

There may be a grain of truth in that assumption, but it is outweighed by the ton of truth evidenced in the relationships of many clients and agencies which have endured for 10, 20 and 30 and even 40 years; and in which there has been constant renewal of high creativity from year to year.

The client with that brain-picking formula now employs three agencies for about a dozen products. If the company pursued the formula to its logical limit, it could employ one agency for each product and change the agencies every year. Obviously such a game of musical chairs would reduce to chaos both the operations of the agencies and the continuity of the advertising.

No agency man can question the right of an advertiser to change agencies when the advertiser feels he has a good reason for doing so. But there should be some restraint on frequent change which is justified only by that brain-picking rule.

After all, the sum total of creative advertising brains in the agency business is limited. We have game laws limiting the number of deer or pheasants which may be bagged by a hunter during the open season; otherwise, those species would be hunted to extinction. Should there not also be a tacit rule against unrestricted brain-picking in advertising, lest all the brains in the business be used up too quickly?

—May-June issue of "Baker's Dozen," house organ of Lynn Baker Inc., New York.

Rough Proofs

Coca-Cola has paused in its use of "the sign of good taste" to restore to the place of honor its deservedly famous slogan, "The pause that refreshes."

•

Unfortunate horse players at Arlington Park are reminded of the nobility of their purpose by a message in the track program which says, "Your racing dollar contributes to the public welfare."

•

"Listerine stops bad breath four times better than tooth paste."

Yes, but does it fight tooth decay all day?

•

"We do not believe in planned obsolescence," remarks Volkswagen, thus striking boldly at one of the foundation stones of the American economy.

•

"A group of traffic administrators," reports Metropolitan Life, "estimates there are about three million drivers whose vision is dangerously impaired."

Not to mention as many more whose vision is impaired by the sight of feminine curves on the sidewalk.

•

Wesson Oil, the ad says, is the fighter against cholesterol, "the prime suspect in coronary heart disease."

For popular consumption, maybe they'd better just call it fat in the blood.

•

The same people who couldn't wait for the summer sun to drive away snow and ice are now so worn out by the heat they're eager to welcome the return of Jack Frost.

•

Look asks, "Can a Southerner be elected President?"

The problem is to get the nomination away from those cagey Northern Democrats.

•

Gov. Rockefeller is a little franker in discussing his interest in running for President, now that Steve has added love, romance and Cinderella to his dad's obvious political assets.

•

" 'The House of Intellect'," says Harper, "is *the* book intelligent people are reading and talking about."

There's no question what people who read "Lady Chatterley's Lover" are talking about.

•

If you use Beauty Ice, says Shulton, "it's like bathing your face in champagne!"

But what smart gal would want to waste champagne by bathing her face in it?

•

"Does she or doesn't she?" asks Miss Clairol, the largest selling hair coloring, it says here.

Her best friends may not tell her, but it's a cinch they'll tell everybody else.

COPY CUB.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. **Elsewhere $4 a year extra. Four weeks'** notice required for **change of address. Myron A. Hazlenfeld**, circulation director.

ready to be sold...

214,400

working women

Woman works from dawn to setting sun . . . and her buying's never done. In Delaware Valley, U. S. A., 39 of every 100 adult women have jobs. And a surprising share of them are homemakers, too. What a group of "purchasing agents" *they* are! With family budgets to spend. Plus chunky paychecks all their own.

To reach the largest percentage of this payroll brigade you must schedule The Daily Inquirer. It is read on the average weekday by 214,400 working women. No other Philadelphia newspaper can match this figure.

Convincing conclusion: it's easier to sell working women when they're headed for town. You can do that *best* in The Daily Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

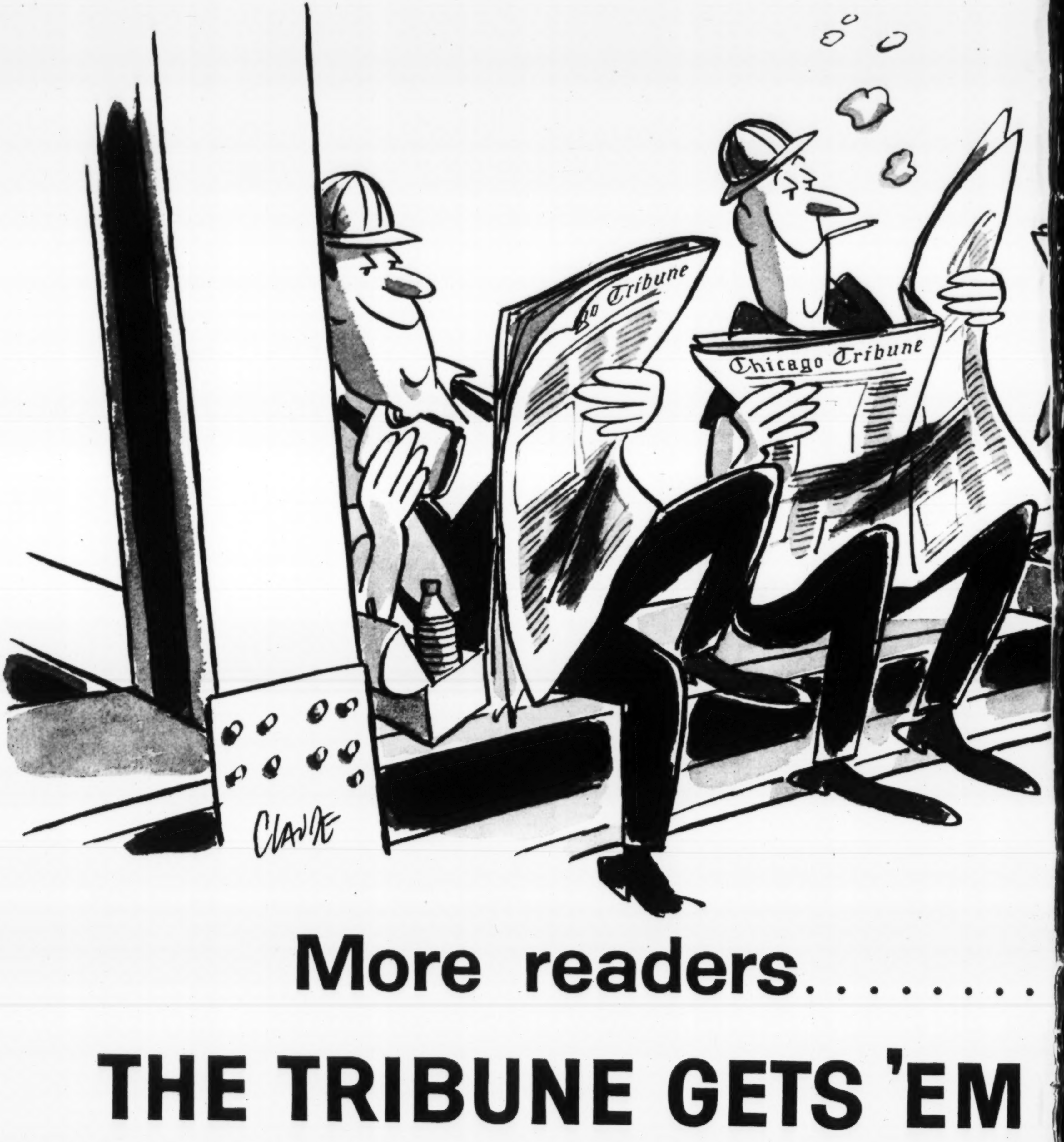
NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

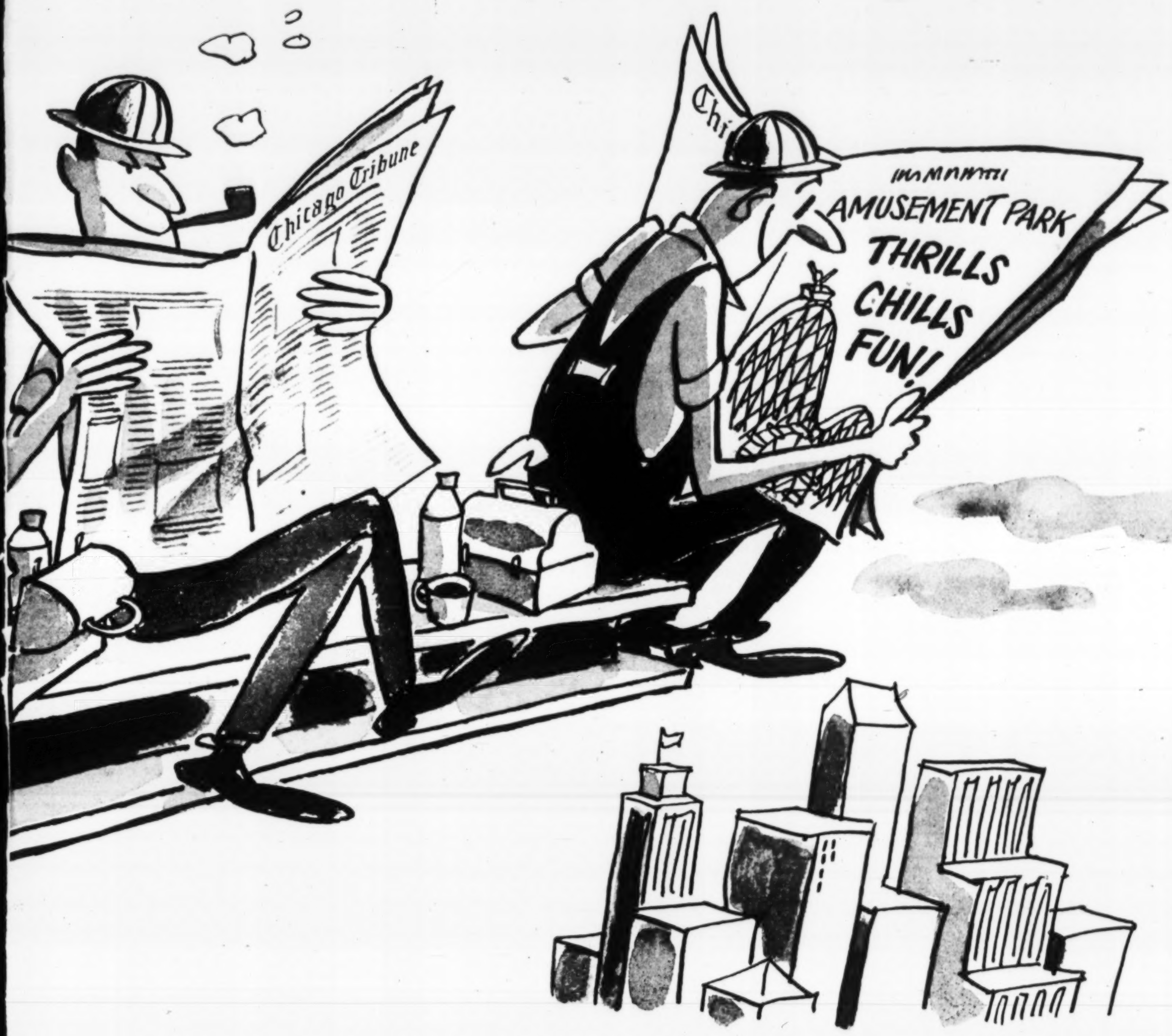
SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557


go Tribune
Chicago Tribune
CLAUDE

More readers........

THE TRIBUNE GETS 'EM



. . . . .more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

Information for Advertisers

Brand preference, use and distribution of more than 50 food products are reported in the second annual **"Las Vegas Review-Journal** Consumer Analysis." The study includes market data covering shopping habits, length of residence in Las Vegas and shopping days. Additional information may be obtained from the *Review-Journal*, 737 N. Main St., Las Vegas, Nev.

- **U. S. News & World Report** has published a 16-page booklet describing the kind of people who do the most consumer buying in America today. Copies may be obtained from Harold L. Behlke, *U. S. News & World Report*, 45 Rockefeller Plaza, New York.

- **House & Home** has published its newly revised "Marketing Analysis of the Housing Industry." Copies may be obtained from the market research department of *House & Home*, Time & Life Bldg., New York 20.

- **WLOL,** Minneapolis fm station, has published the results of a recent audience survey conducted during the summer of 1959. The survey shows the largest percentage of the station's audience is between 21 and 30 years of age. Additional information may be obtained from Thomas H. Ruben, WLOL, Northwestern Bank Bldg., Minneapolis 2.

- Copies of "AFTRA Talent Directory" are available from Tom Herbert, **Professional Publicity Services,** 101 Jones Bldg., Seattle 1. The directory is designed as a source book for agencies, sponsors and other users of professional talent for radio and tv.

- **Nation's Business** has prepared a 12-page report on "Construction Equipment Distributors." Copies may be obtained from *Nation's Business*, 711 Third Ave., New York 17.

- **WWCA,** Gary, Ind., has compiled a comprehensive market report on one of the nation's newest standard metropolitan areas. The report is a statistical analysis of population, income, housing, employment and industry for the area. Copies are available from Tom March, Radio Station WWCA, Gary.

- **The Junior Panel Outdoor Advertising Assn.** has compiled an outdoor advertiser's guide, "The Junior Panel Story." The 12-page, two-color brochure answers pertinent questions in regard to coverage, availabilities and cost of outdoor advertising on junior panels. Copies may be obtained from the executive offices of the Junior Panel Outdoor Advertising Assn., 8600 E. 77th St., Kansas City, Mo.

- **Lincoln Broadcasting Co.,** Detroit, has released a survey of the Detroit fm audience. The purpose of the survey was to determine the type of people who comprise an fm radio station's audience, how frequently they listen and what they particularly like about fm stations to which they listen. Additional information may be obtained from Harold I. Tanner, Lincoln Broadcasting Co., 15401 W. Ten Mile Rd., Detroit 37.

- **Plumbing & Heating Business** has published a 12-page booklet on merchandising to the plumbing, heating and air conditioning field. Copies may be obtained from *Plumbing & Heating Business*, 130 E. 59th St., New York 22.

- **Associated Purchasing Publications,** Cleveland, has available a survey and analysis of the reading activities and preferences among industrial purchasing men. The study includes 16 pages of data acquired entirely from personnel interviews. Copies may be obtained from Associated Purchasing Publications, 643 Penton Bldg., Cleveland.

- **World Tennis** has released a readership survey prepared for it by Fact Finders Associates. The survey shows that 93.7% of families interviewed own one or more cars and almost 4 out of 10 families own two cars. Additional information may be obtained from Gladys M. Heldman, *World Tennis*, Box 3, Gracie Station, New York 28. #

ACTIVISM!
What is it ?

How advertisers of
HOUSEHOLD FURNISHINGS,
HOUSEHOLD EQUIPMENT & SUPPLIES
rank national magazines
(Jan.-June, 1959)

HOUSEHOLD FURNISHINGS

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$1,773,940
2.	House Beautiful	1,090,864
3.	Better Homes & Gardens	1,079,258
4.	Saturday Evening Post	942,102
5.	Living for Young Homemakers	935,963

HOUSEHOLD EQUIPMENT & SUPPLIES

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$3,838,406
2.	Saturday Evening Post	2,881,990
3.	Better Homes & Gardens	2,210,256
4.	Good Housekeeping	1,597,205
5.	Ladies' Home Journal	1,566,588

BIGNESS
is a fact of LIFE

Source: P. I. B. (gross figures).

19 of the 25 top National Advertisers chose *Family Weekly* this year . . .

FAMILY WEEKLY's saturation of the 184 mighty middle markets is a prime factor in its selection by nineteen of the top 25 leading national advertisers during the first eight months of this year. In the giant market where its coverage is 20% or more—where merchants do a whopping $29,852,066,000 in retail sales—FAMILY WEEKLY reaches an average of 53% of all homes. It averages NINE out of ten families in its 184 city zones. No other national medium equals FAMILY WEEKLY's coverage and performance in this important 15% of the total U. S. market. Ask your nearest FAMILY WEEKLY representative for details.

FAMILY WEEKLY MAGAZINE, Inc.
Leonard S. Davidow, *Publisher*
Patrick E. O'Rourke, *Advertising Director*
153 North Michigan Avenue, Chicago 1
NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Bldg.
CLEVELAND 15: 604 Hanna Bldg.
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg.

The best 15% in advertising

is the 15% of the total U.S. market saturated by FAMILY WEEKLY

Family Weekly
Sarasota Herald-Tribune

World's Largest Retail Market That Can Be Reached In Such Depth With A Single Medium

Here It Is! Your Brand-New Paper!
News-Call Bulletin
MOTHER OF 3 SLAIN—MATE
POWELL AND MARKET
AQUATIC PARK
526

Reprinted from August 10, 1959, News-Call Bulletin

San Francisco is High on the News-Call Bulletin

Riders on a Powell street cable car give undivided attention to the first edition of the News-Call Bulletin.

San Francisco civic and business leaders join the man in the street in enthusiastic acceptance of the News-Call Bulletin

Mayor George Christopher—

"I congratulate the new newspaper—this combination of two great journalistic enterprises. . . ."

Rt. Rev. Msgr. Walter J. Tappe,

for the Archdiocese of San Francisco—

"We bid the new San Francisco News-Call Bulletin welcome and wish it every success. . . ."

Stanley Mosk,

Atorney-General of California—

"The combined strength provided by the consolidation will write another chapter in the history of San Francisco journalism. . . ."

Jack H. How,

Pres. of the San Francisco Chamber of Commerce

". . . This new setup should be able to provide a service to and for our community's advantage. I extend my sincere congratulations and best wishes."

Dr. Morris Goldstein,

Temple Sherith Israel—

"Each of the two newspapers in the merger have had a constructive influence on Bay Area life . . . both have upheld spiritual values . . . the combination will afford a greater presentation to our citizenry."

Harold Spears,

Superintendent of Schools—

"It's a wonderful thing to give us a good afternoon paper. We've had two, and the combination of forces is bound to give us a better one."

Dr. Norman Conrad,

Pres. San Francisco Council of Churches—

"Congratulations. Our hope for you is one of growth and stability. May your policy continue to help inform and present not only startling news but also true values that help make a city, a nation, a world, a better place in which to live."

Harold S. Dobbs,

Pres. of the Board of Supervisors—

"The combined facilities and talents of two San Francisco newspapers that have rendered loyal service to the city for many years will make one of the finest afternoon newspapers in the United States. Additionally, we are fortunate that the leadership of both dailies has been retained.'"

Getting San Francisco's
UNDIVIDED
ATTENTION

THE COMBINED
NEWS-CALL BULLETIN

Now with San Francisco's ONE great Evening newspaper, the News-Call Bulletin, your advertising gets UNDIVIDED attention and full coverage of the evening field at one economical cost.

It provides the answer to how you can best use budgeted dollars to gain quick, economical and effective results from your advertising in the "Buying Capital of the West."

Greater readership for your advertising is another plus resulting from the combining of all the best features from two newspapers into the bigger, brighter, interest-packed News-Call Bulletin.

Phone, wire or write—Moloney, Regan & Schmitt—to get the facts and opportunities for increasing sales and profits with advertising in the San Francisco News-Call Bulletin.

Key To The Golden Gate . . .

NEWS-CALL BULLETIN

San Francisco's ONE Great Evening Newspaper

Represented nationally by Moloney, Regan & Schmitt

Bertine Joins Potts-Woodbury

Harry M. Bertine Jr., former assistant southeastern division manager of Vick Chemical Co., has been appointed merchandising director of Potts-Woodbury, Kansas City. He will head the new merchandising department being formed by the agency and coordinate merchandising activities of the agency's Denver office and the main office in Kansas City.

If you buy

ART & TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S NEW—WHAT'S BEST.

Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A12, 19 W. 44th Street, New York 36, N. Y

National Distillers Products to Spend $7,400,000 for Holiday Ads This Year

Los Angeles, Aug. 27—National Distillers Products Co. will spend an estimated $7,400,000 for holiday advertising this year, about 15% more than the company spent in 1958 on holiday promotion. About 58% of this will be placed in 1,785 newspapers; about 28% in 20 magazines, and about 14% in outdoor.

Having eliminated all decanters from its holiday line two years ago (AA, Aug. 26, '57), National will feature decanters for two of its brands—Old Grand-Dad bonded bourbon, and Bellows Partners Choice, a blend—this year. It will also have gift wrapped packages for virtually its entire line.

Details of the advertising, packaging and marketing plans were released here this week at the company's three-day sales conference attended by 400 of its sales and executive personnel, flown here by chartered planes.

■ B. C. Ohlandt, exec vp, predicted that the fourth quarter, which normally accounts for about 40% of the year's liquor business, will register near-record totals; that good business generally will continue into 1960, and that by the end of this year straight bourbon whisky will have become the largest selling type of whisky in the country.

"From 1948 to 1958," Mr. Ohlandt said, "sales of straight whisky rose from 3,700,000 cases to 20,900,000 cases, an increase of 465%. Straight whisky now represents almost 50% of total whisky consumption, and by 1960," he said, "it will be the largest seller."

■ Benjamin W. Corrado, vp in charge of market research, pointed out that the increase in the number of young adults in the population and the favorable outlook for continued national prosperity should contribute to a steady and moderate increase in national liquor consumption.

"Straight whiskies and vodka should continue to grow," he said, "but blends and bonds are likely to decline. Gin may level off and may decline, while scotch whisky may make further moderate gains."

Three of National Distillers' brands—Old Crow, Old Taylor and Old Grand-Dad, Mr. Corrado said, now account for one-third of the total premium-price bourbon sold nationally.

■ Braddock Greene, assistant advertising director, outlining the company's advertising program, said that schedules have been telescoped to provide for magazine advertising coverage in the major markets every week of the last six weeks before Christmas with at least one of the company's major brands. The company will increase its newspaper linage in the fourth quarter 20%. Budgets for November and December, he said, account for one-third of the total year's budget. Extensive point of sale material will also be used.

Allan MacDougall, vp in charge of the international division, noted that sales of scotch whisky in the U.S. have increased from 3,000,000 cases in 1947 to almost 7,000,000 cases in 1958. He said indications are that scotch will increase over the next few years to 10,000,000 cases a year.

Demand for scotch, he said, is no longer limited to large eastern metropolitan areas. Today, at least one brand of scotch, and frequently three to six different brands, may be found in any liquor store or bar anywhere in the country, he said.

■ Alynn Shilling, vp in charge of advertising and sales promotion, said that since 1934 National Distillers has spent over $250,000,000 in advertising its brands. This is over 16 times more than the U.S. paid France for the Louisiana Territory, and 30 times more than this country paid Russia for Alaska, he said.

National Distillers in 1959 will ship 3,392,000 individual sales promotion items to distributors and retailers, he said.

Mr. Shilling listed seven things that liquor salesmen should do to help make a company's advertising and promotion click:

"**1.** Know the national and local schedules of each of the brands you sell and make it a point to see that the trade understands the support the company gives its brands.

"**2.** Know the ads, themes and the message being hammered home in the ads, and discuss these ideas with the trade.

"**3.** At distributors' meetings," Mr. Shilling said, "make it a point of covering in detail facts about current advertising and sales promotion. Never assume anyone knows anything about this.

"**4.** Watch positioning in local media. When you find one of our ads badly placed, get in touch with the space representatives involved. Let them know you are watching the use of the company's ad money.

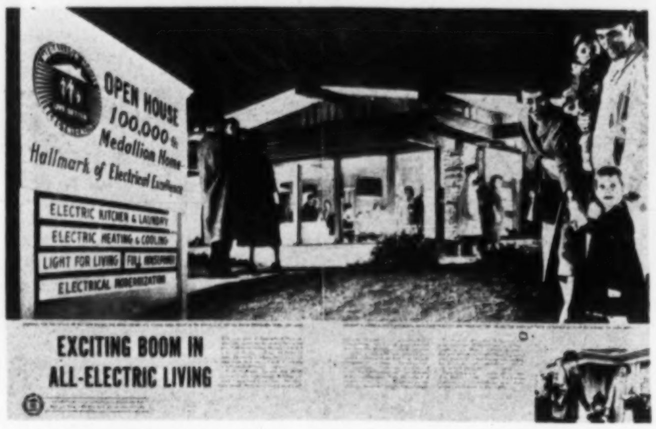
"**5.** Be aware of outdoor advertising in your territory. Watch for any unauthorized moving of any company ad from a good location to a poor one, or whether the paper is torn, (the type) lights out, or an ad has become shabby. Call the plant operator on these complaints.

"**6.** Buy copies of national magazines which have company brand ads. Show these around in the trade and talk about them.

"**7.** Actively place sales promotion material in the best outlets and in the best position. Don't settle for less." #

Branham Names 3, Adds 3

Branham Co., New York, radio-tv station representative, has appointed Kenneth F. Campbell, formerly with WINS, New York, an account executive. Branham also has named Ted Giovan, formerly with Walker-Rawalt Co., a radio account executive in its Chicago office and transferred Bob Mason from the radio sales staff to tv sales in Chicago. Branham has been appointed to represent KRDO and KRDO-TV, Colorado Springs, formerly handled by John E. Pearson Co., and KCRG, Cedar Rapids, Ia., formerly represented by Everett-McKinney in New York and Chicago and Lee F. O'Connell Co. on the West Coast.


OPEN HOUSE
100,000th Medallion Home
Hallmark of Electrical Excellence
ELECTRIC KITCHEN & LAUNDRY
ELECTRIC HEATING & COOLING
LIGHT FOR LIVING
ELECTRICAL MODERNIZATION
EXCITING BOOM IN ALL-ELECTRIC LIVING

30 PAGE AD—*This is the opening spread in a 30-page ad section the electrical industry is running in the Sept. 14 issue of Life, promoting "all-electric living in a Medallion home." Part of the Live Better Electrically program, the section consists of a series of editorial-type stories describing Medallion homes, interspersed with ads by 12 manufacturers. Utilities will mail out 3,600,000 reprints to homeowners. Batten, Barton, Durstine & Osborn is the LBE agency.*

Diaper Field Names Seberhagen Shop for Ad Debut, PR Drive

Philadelphia, Aug. 25—The National Diaper Service Industry, which started several years ago with Gray & Rogers, has moved its public relations and advertising to Seberhagen, Nevin, Gruver, effective immediately.

The industry is expected to spend around $150,000 in public relations, and a smaller amount in institutional advertising in medical, hospital, nursing and education magazines.

This marks the first big move into advertising in any form for the diaper industry as a whole.

As part of the expanding public relations program, the agency will establish a Diaper Service Industry Information Bureau at 1620 Locust St. A publicity program will be launched to acquaint mothers and future mothers with the clinical and practical benefits of the professional diaper service.

The diaper service industry now serves more than 1,000,000 American mothers each year; it has an estimated annual volume of $50,000,000.

■ The national program is administered by a committee known as the Diaper Service Industry Promotion Assn. William T. Schultz, Baby Service, Newark, N.J., is chairman.

C. Robert Gruver, partner in the Seberhagen firm, and formerly with Gray & Rogers, is the account executive. #

Truckers to Join in Push for Florida Frozen Orange Juice

A group of independent trucking companies, which own about 1,500 large, refrigerated trailer trucks used to haul frozen orange juice from Florida, have agreed to underwrite the cost of advertising Florida frozen orange concentrate by means of large truck-side posters. The campaign starts in September and runs through November.

The truckers will mount 3x4' posters, advertising Florida frozen orange concentrate, on each vehicle. The truckers' effort will tie in with a special $3,300,000 national ad drive by some 22 Florida frozen orange juice processors. This will be in addition to the regular advertising by the Florida Citrus Commission (AA, Aug. 3).

Black, Little Adds Blue Cross

The Blue Cross and Blue Shield insurance plans of New Jersey have appointed Black, Little & Co., Newark, to handle their advertising.

Picture Q*

*What's your WOODquotient?

The only full time sports director in Grand Rapids belongs to WOOD-AM. Who is he?
DUFFY DOUGHERTY AL ACKERMAN BENNIE OOSTERBAAN

(Sports Director Al Ackerman keeps local fans on the play)

Speaking of sports, and other news in general, how many full-time two-way-radio news cruisers does WOOD-AM use?
1 3 5

(5 cruisers . . . no destroyers and 1 tanker)

The weekend listening audience, swelled with travelers, belongs to WOOD-AM. What's this station's average share?
35% 27% 21%

*(WOOD AM averages 27% of this six-station market's audience — leads in 32 out of 34 broadcast hours)**

WOOD-AM's weekend programming includes direct reports from state parks, beaches, news sites and traffic points. How many remote pick-ups in a typical weekend? 57 69 75

(Sixty-nine messages beamed to WOOD Radio Central)

How to rate your WOODquotient:

0 right—Ignorance is no excuse.
1-2 right—Improve your WOODquotient! Call Katz.
3 right—Aaaah, we made 'em too easy.
4 right—All right, smarty, where's your order?

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area

MUSKEGON
GRAND RAPIDS
LANSING
BATTLE CREEK
KALAMAZOO

WOOD AM TV

WOODland Center, Grand Rapids, Michigan
WOOD-TV — NBC for Western and Central Michigan:
Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 25 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

STRAIGHT-LINE ADVERTISING IN PENNSYLVANIA FARMER PENETRATES

FARM SHOW

Greatest Agricultural Show in the East

1960 Pennsylvania Farm Show

Harrisburg — January 11-15, 1960

PREVIEWED IN THE JANUARY 9, 1960 ISSUE

CLOSING DATE DECEMBER 18, 1959

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and PENNSYLVANIA FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because PENNSYLVANIA FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1
Local pictures

2
Local testimonials

3
Local prices and terms

4
Local dealer listings

5
Local coupon returns

A Rich, Rural Market

No waiting for harvest time in Pennsylvania. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Pennsylvania is "top third" in farm income . . . ranks second in poultry income; third in peaches; fourth in apples; fifth in milk production; sixth in cherries; eighth in pears.

Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

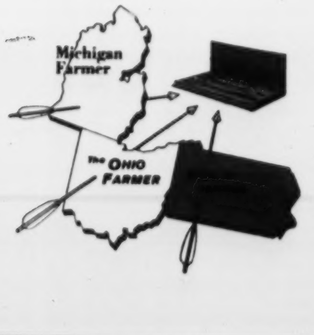
How You Can
PENETRATE
to a
Farmer's Checkbook
with
STRAIGHT-LINE ADVERTISING

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

Pennsylvania Farmer

Harrisburg, Pennsylvania

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and MICHIGAN FARMER.*

MARC BOMBE

IT PAYS TO CALL IN A BUSINESS SUIT WHEN YOU CALL ON A BUSINESSMAN

It's easy to distract a management man's attention from your sales message by selecting "relaxation" media. But, happily, it's easiest to sell him if your advertising is dressed in a business suit. Best-tailored for management advertising is Business Week ... it's all business, content and circulation. No other general-business or news magazine offers you so much management readership per advertising dollar.

BUSINESS
WEEK

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

A McGraw-Hill Magazine

PHOTOGRAPHIC REVIEW

COLLAPSE—*A terrible popping noise heralded this crack in the facade of the old headquarters of M. Belmont Ver Standig Inc., Washington, one day. Employes were hastily evacuated from the building by city officials because of the danger of collapse. The near-disaster was caused by the excavating for a new building next door. Although forced from their offices, agency personnel found temporary and homey work space at the Ver Standig residence, as shown in the strip of pictures below.*

Tharp Gingher Irwin Kight DiSalle Courtwright

RIGHT TO ADVERTISE—*Ohio's Gov. Michael V. DiSalle signs the "Right to Advertise" law—first of its kind in the nation. Representing supporters of the bill are Melvin E. Tharp, ad director, Columbus Dispatch; Robert Irwin, business manager, Ohio State Journal; William Kight, Kight Advertising; Monroe Courtwright, Westerville Public Opinion, and Paul Gingher, attorney. (See editorial on Page 12.)*

Ver Standig Rogers Givens Knick

AT HOME AT WORK—*M. Belmont Ver Standig Inc. employes enjoy their new home after they were forced to evacuate their office building, as shown by these scenes snapped at the Ver Standig residence. In the laundry room, Dick Hays, art dirctor, washes brushes while Henry Compart, artist, is busy at his drafting table. Mary, the Ver Standig household servant, goes about her weekly ironing duties. In a corner of the Ver Standig living room, Mr. Ver Standig checks research findings as Frank Rogers, vp for public relations, Alice Givens, copywriter, and Sam Knick, account executive, confer over a campaign for a Ver Standig client. Part of the art and production departments find an "office" in one end of the Ver Standig basement recreation room. The agency moves into new, permanent quarters in the Ajax Bldg. about Sept. 1.*

FORBES
Aviation Week
electronic engineering
1515

Nevergole Dingee D. Ullman Moody Schweitzer P. Ullman Eyre Devine Chapman Torrey Dunn

READY, SET—*With appropriate tools at the ready, these stalwart gents, all agency group heads of Ullman Organization, Philadelphia, are set to greet the first thirsty guest at the agency's second annual clambake for Philadelphia and New York business publication reps and graphic arts suppliers. They are Pete Ullman, creative group head and agency president, at whose home the clambake was held; Dave Ullman, marketing; Mack Nevergole, vp; Henry Schweitzer, field research; Bob Eyre, copy; Phil Torrey, market research; Bill Chapman, publicity; Bill Dunn, production; John Dingee, Ed Moody, and Bill Devine, all account executives.*

LADY OF THE LAKE—*Junior Sophisticates, New York, puts the emphasis on mood rather than style in its fall ads. The campaign opens in the September Glamour. Other ads will run in Charm, Harper's Bazaar, Mademoiselle and Vogue. Gilbert Advertising is the agency.*

there are reasons why Miamians buy more of whatever you advertise

MIAMI

ONE OF AMERICA'S GREAT CENTERS

HERALD

ONE OF AMERICA'S GREAT NEWSPAPERS

MIAMI / GOLD COAST . . . MORE SALES FOR EVERY ADVERTISING DOLLAR

Who doesn't know that Miami/Gold Coast is a rich major market of 1,500,000 permanent residents . . . plus a yearly influx of 4,000,000 tourists . . . spending $2\frac{1}{3}$-billion dollars (1958) in retail shops.

Yet unlike more static areas, The Miami/Gold Coast is not to be measured by people and buying power alone. Its dynamic ingredient is the Miami mood . . . a place in the sun . . . a cheerful outlook reflected in greater spending, better living.

Miamians want and buy more of everything . . . boats, automobiles, new homes, household appliances, fashion, furniture, groceries, cosmetics – in fact, retail sales per family top all other major markets.

The Miami Herald – first in the nation in Food Advertising, 2nd in Total Advertising – saturates and dominates this 12th largest retail market in the country. Unquestionably the No. 1 Sales Force, it is read daily in more than 5 times as many homes as tune in on the average TV evening program.

Yes! . . . in South Florida the Total Selling Medium is

The Miami Herald

ONE OF AMERICA'S GREAT NEWSPAPERS

CONTACT STORY, BROOKS & FINLEY, NATIONAL REPRESENTATIVES

Guild Asks Probe of Scripps-Howard, Hearst Mergers

WASHINGTON, Aug. 25—The American Newspaper Guild has asked the Department of Justice to reopen its investigation of a year ago into whether the Hearst and Scripps-Howard interests are illegally dividing newspaper markets.

The request was filed by William J. Farson, exec vp of the guild, as a result of the recent merger of the *San Francisco News* and *Call-Bulletin.*

In a letter to Robert Bicks, acting anti-trust chief, Mr. Farson recalled the guild had been assured by the department last year that there was no basis for reports that the United Press—International News Service merger was to be followed by a further division of the newspaper markets in which Hearst and Scripps-Howard compete. The department offered the assurance after Mr. Farson reported there were rumors that "deals" were anticipated in such markets as San Francisco and Pittsburgh.

■ Mr. Farson reminded Mr. Bicks that as recently as last month Scripps-Howard management had told *Editor & Publisher* that no change in the status of the *San Francisco News* was in the making. After the event, he wrote, *Editor & Publisher* reported the *News-Call Bulletin* merger had been in the discussion stage since last year.

"These facts throw into serious question the assurances given the Justice Department at the time of the UP-INS deal," Mr. Farson wrote. He said the department should determine whether the combination is in fact part of a division of market areas; whether further combinations, mergers or purchases are planned, and whether the department should "take steps" to prevent "illegal marketing arrangements and the consequent weakening of newspaper competition."

The Justice Department said it had been consulted in advance of the San Francisco merger. In view of financial losses which were shown, it decided there was no reason to intervene. #

American Exporter Will Ship Magazines Via Panama P.O.

Effective with September issues, American Exporter Publications, New York, will mail its Spanish-language export magazines to readers via Panama. The company's four Spanish books will go to Panama by ship in five days and will then be routed through the local post office to all Latin American countries. Robert H. Johnson, president, said the new system "will enable us to get the magazines to our readers in Latin America within two to four weeks after they leave our printer, a substantial time saving over previous methods."

McCann, Canada, Names 3 VPs, 2 Senior VPs

McCann-Erickson (Canada) Ltd., Toronto, has named R. K. Bythell, F. W. Ellis and P. G. Jeffrey vps. Mr. Bythell and Mr. Jeffrey are management service directors in the Toronto office; Mr. Ellis is manager of the Vancouver office. McCann Ltd. also has named W. S. Mowat senior vp and management service director and Duncan MacInnes senior vp and director of marketing services.

'Playboy' to Launch New TV Show in October

In October *Playboy*, Chicago, will present the first of a new weekly series, "Playboy's Penthouse," on WBKB, Chicago, ABC outlet. Hugh M. Hefner, editor and publisher of *Playboy*, who will host the new show, said "Playboy's Penthouse," set in an elaborate bachelor apartment, will be aimed at the young, urban audience.

The show will feature guest stars and attention will be given to male fashions, food and drink, sports cars and hi-fi. A number of *Playboy's* Playmates-of-the-Month will also appear on the show, Mr. Hefner said. Originally to be presented only in the Chicago area, plans call for video-taped syndication to other major urban areas throughout the country.

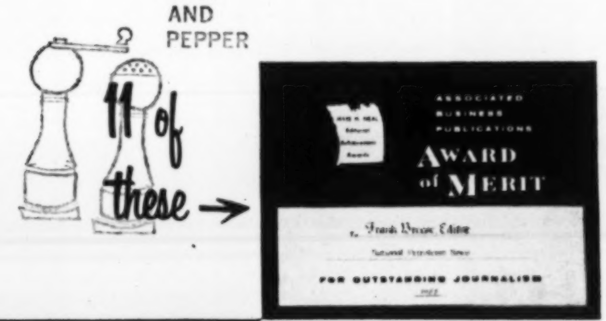
Arro Joins Wenger-Michael

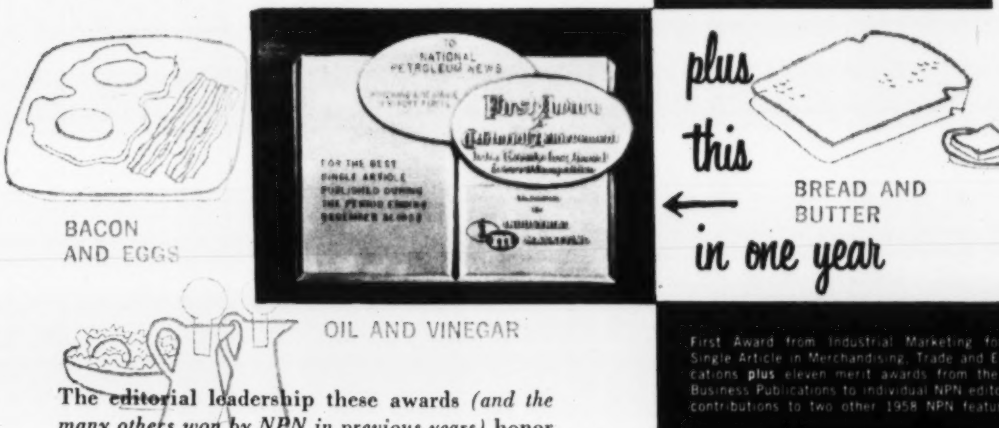
James Arro, formerly with the *San Jose Mercury* and *News*, has joined Wenger-Michael, San Francisco agency, as an account executive. Mitchell Leon, formerly in the ad department of Emporium Department Store, has joined the agency as traffic-production manager.

ACTIVISM!
Who's got it?

LEADERSHIP & READERSHIP

they
just naturally
go together...





First Award from Industrial Marketing for the Best Single Article in Merchandising, Trade and Export Publications **plus** eleven merit awards from the Associated Business Publications to individual NPN editors for their contributions to two other 1958 NPN features.

The editorial leadership these awards *(and the many others won by NPN in previous years)* honor earns NATIONAL PETROLEUM NEWS every month, cover-to-cover readership by America's oil marketing management men. It is this powerful reader-making editorial force that makes advertising in NPN such a powerful sales force for manufacturers of oil marketing equipment, TBA, and the host of other products used in the storage, transportation and merchandising of petroleum products.

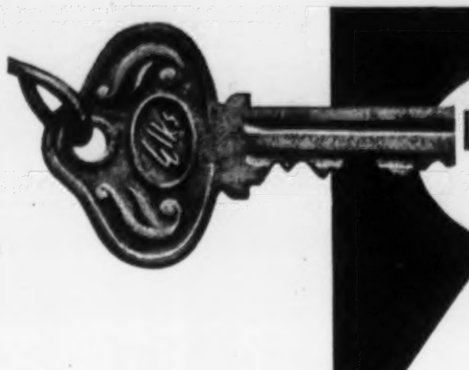
The editorial leadership-readership combination that makes NATIONAL PETROLEUM NEWS such an outstanding sales medium can be credited to the fact that NPN has more editors with more and better facilities at their command *(and, we of the advertising staff believe, better editors)* than any other publication attempting to serve the needs of oil marketing management NPN has served now for 50 years.

NPN
NATIONAL PETROLEUM NEWS
For Oil Marketing Management

● All paid ● Audited Circulation

A McGraw-Hill Publication
330 West 42nd Street, New York 36, N.Y.

LEADERSHIP & READERSHIP



your key to a

LEADING BUSINESSMEN'S

MARKET

In the latest Starch Consumer Magazine Report, *35.2% of the heads of Elks households are business owners or officials.* Only 1 publication leads The ELKS Magazine in this classification.

Elks high median income of $7,220 is exceeded by just 6 of the 53 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

More information? Write for your copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
[illegible] W. 8th Street

YOU MAY NEVER BE KING FOR 72 YEARS*—

BUT... WKZO Radio Makes You Feel Like A Ruler In Kalamazoo-Battle Creek And Greater Western Michigan!

WKZO Radio rules more listeners than any other radio station in the big Kalamazoo-Battle Creek and Greater Western Michigan market. On WKZO Radio you get an audience 43% larger than that of the next station!

Pulse *proves* that WKZO Radio holds an astounding margin over other stations with leadership (6 a.m.-12 midnight, Monday through Friday) *in all 360 quarter hours.*

Add WKZO Radio to your sales staff in Kalamazoo-Grand Rapids and Greater Western Michigan. See your Avery-Knodel man for more information!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

**Louis XIV became King of France in 1643 at age 5 and reigned for 72 years until 1715.*

AM-TV-FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Bill Anderson, producer of the "Jack Paar Show," says he's worked out the perfect technique for laundering his wash 'n' wear suits: He wears them in the shower . . . If the last puzzle in the current series of Kingsley Double-Crostics has you stumped, call **Bill Ballard,** tv copy head at BBDO. He concocted it . . .

Budd Gore, ad manager of the *Chicago Daily News,* has been elected chairman of the University of Chicago Alumni Foundation . . . **Robert Reider,** publisher of the Port Clinton, O., *Evening News,* has been named to the State Public Utilities Commission . . . **Hamilton Cochran,** automotive marketing manager of *The Saturday Evening Post,* has been named by the Automotive Warehouse Distributors' Assn. to be chairman of its selection committee for the AWDA President's Award . . .

William North Jayme, one-time McCann staffer, ran across a couple of old Madison Ave. cronies while in England on a free-lance writing assignment this month: **Bob Westerfield,** ex-McCann and now writing the Queen's English at J. Walter Thompson's Berkeley Square office, and **John Macrae,** ex-Hewitt, Ogilvy, now wearing a bowler at the Foreign Office in Whitehall. . .

"We got the account!"

BLUE BLOOD—*On Buchen Co. bulletin board is this photo (with caption) of Susan White, descended from three generations of admen. She is daughter of Lyman Draper White, Leo Burnett account executive; grand-daughter of Philip M. White, Buchen vp; and great grand-daughter of the late Frank B. White, founder of Frank B. White Co., pioneer agricultural advertising agency.*

Wells Newell, Du Pont account man at BBDO, confronted the tv panel of "To Tell the Truth" recently, as one of two impersonators of President Eisenhower's helicopter pilot. He fooled Don Ameche and Kitty Carlisle, but was unmasked by Tom Poston. A while back another BBDO account exec, **Jack Byrum,** was on the show impersonating **Arthur C. Nielsen** . . .

John W. Kluge, president of Metropolitan Broadcasting Corp., is back from a month's tour of Russia—and most impressed with the seriousness of Russian teen-agers whom he describes as the Soviets' "great silent weapon" . . .

A boy, Peter Harrison, the first child of Arlyne and **Richard Wayne,** was born Aug. 15. Father is creative director for Public Information Associates, New York . . .

Bill Gordon, ad manager of the Pharmaceutical division of Borden Co., is engaged to be married. She's **Elizabeth Fillman,** a WNTA-TV producer . . .

Pepsi president **Herbert L. Barnet** is recipient of one of the Lions International plaques for work in "fostering valuable Philippine-American relations" . . .

Robert P. Gross, an assistant producer at Doherty, Clifford, Steers & Shenfield, New York, will be married in October to Maureen Smiley, daughter of the vp of Lehigh University . . .

Caskie Stinnett, assistant director of public relations for Curtis Publishing, and the wag who pens "Speaking of Holiday," is currently on his annual grand tour of Europe . . .

Terry Cunningham, ad director of Sylvania Electric Products, is in the hospital, recuperating from a heart operation . . . Mr. and Mrs. **Donald L. Curtiss** have announced the engagement of their daughter, Barbara, to **Alfred J. Riecker,** vp of Lenz & Riecker, New York printer. The bride-to-be's father, for many years with *Redbook,* has just formed his own management and promotion consulting company, specializing in shopping centers . . .

Stu Blumberg, in the marketing department of BBDO, New York, will be married Sept. 3 to former BBDO-er **Pat Gilman** in Seattle . . . **Jean Marie Cottrell,** in BBDO's research department, has a new title: On her Cape Cod vacation she was elected "Miss Lobster Festival" . . .

The newly formed National Capital Downtown Committee of Washington, D.C., has named **Henry J. Kaufman,** head of his own Washington agency, to head the advertising division of its fund-raising campaign. The committee aims to aid the rebuilding of downtown Washington . . .

Mrs. Ruth Moskin, head of her own New York art gallery, and **William H. Fineshriber Jr.,** director of international operations of Screen Gems, were married Aug. 9 . . .

Nancy Loeb and **Jules Silverstein,** a marketing specialist with General Electric in Pittsfield, Mass., will be married this autumn . . . **Phil Wasserman,** publicity director of Reach, McClinton & Co., New York, has a new daughter, Janet Marcy, born Aug. 10 . . . Two new EWRR arrivals in New York: A girl named Emma, born to **Clem Mitford,** account exec, and a girl named Lois Jillian to **Tony Hair,** a detail man . . .

James Storer, national sales manager of WIBG, Philadelphia, and **Ann Tipton,** New York artist, made the trek down the center aisle the end of June in Manhattan . . .

Oval-in-the-Grove Playhouse, straw-hat theater at Farmington Conn., has had its share of advertising thespians this month: **Howard V. Williams,** ad manager of the New Britain Machine Co., New Britain, Conn., concluded a two-week engagement as male lead in Christopher Fry's "The Lady's Not for Burning," Aug. 8, and **Leonard Deitch,** on the advertising sales staff of the *Hartford Courant,* was part of the cast of Sylvia Regan's "The Fifth Season," staged Aug. 11-12 . . .

1ST ST.
200 W.
TIMES
INSTANT
CREAMY
peanut butter

We bring home a whale of a lot of groceries on First Street in Los Angeles

Better meals build better families. And a lot of better meals in Los Angeles start on First Street... over a second cup of coffee and the morning Times. Whenever there's a sale at a supermarket – a food special to shop – or new products being introduced – you'll see it advertised in the Los Angeles Times. And southland housewives know this.

The Times has more readers than any newspaper west of Chicago. Its home-delivered circulation alone is greater each weekday than the *total* weekday circulation of any other Los Angeles newspaper. Must be why the Times carries 75% more retail grocery linage than the second ranking metropolitan newspaper... and the lion's share of national food advertising.

So, take a tip from Los Angeles housewives. Make your grocery advertising dollars go further by planning a media schedule that starts on First Street, home of the Times.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer & Woodward, New York,
Chicago, Detroit, Atlanta and San Francisco

THE HEARST

expands and diversifies its

AVON POCKET

Then Came Mulvane
THEN CAME MULVANE
Leslie Charteris THE SAINT ON GUARD 25¢
LONG RIDE TO ABILENE by William Hopson
D. H. LAWRENCE the Rainbow AVON 50¢
Donald Barr Chidsey LORD OF THE ISLES 35¢
ELLERY QUEEN THE TRAGEDY OF Y AVON
JOHN O'HARA BUtterfield 8 AVON
ROBERT J. HOGAN IT WAS QUIET TOO QUIET WHEN SMOKE MADE RIDE INTO STAMPEDE CANYON
F. & R. LOCKRIDGE CASE OF THE MURDERED REDHEAD AVON 25¢
Agatha Christie 7 DIALS MYSTERY
By the author of LOLITA VLADIMIR NABOKOV PNIN AVON
NATHANAEL WEST MISS LONELYHEARTS
THE PULITZER PRIZE WINNING NOVEL
A DEATH IN THE FAMILY
James Agee
"...thrusts and pulses with the joy of existence" —Time
"...explode(s) at you and fill(s) you with wonder" —Saturday Review
AN AVON BOOK—FIFTY CENTS—COMPLETE AND UNABRIDGED
A new novel by
NOBEL PRIZE WINNER
PASTERNAK
Author of "DR. ZHIVAGO"
The Last Summer
Translation and with Introduction by George Reavey
Illustrated by Konashevich
AN AVON BOOK
50 CENTS—ICD

THE HEARST MAGAZINES

American Druggist / Bride & Home / Cosmopolitan / Good Housekeeping
Harper's Bazaar / House Beautiful / Motor / Science Digest / Motor Boating
New Medical Materia / Popular Mechanics / Sports Afield / Town & Country

CORPORATION

service with the purchase of

-SIZE BOOKS

Progress . . . expansion . . . steadily greater service to readers . . . these have been the hallmarks of Hearst's 50 years of leadership in the field of publishing.

Now, further diversifying its operations, Hearst welcomes to its growing family of publications *Avon Pocket-size Books*—among the first of the small book libraries to be circulated in America.

Published for more than 20 years, *Avon Books* have been leaders in a field that has changed the reading habits of the country—and that is destined to reach an estimated total of three hundred *million* copies in 1959.

The acquisition of *Avon Books* follows by only a few months Hearst's purchase of *Popular Mechanics*, a magazine of such universal interest that it is not only first in circulation in its field throughout America, but is published in five foreign languages abroad.

It follows, too, the introduction of *New Medical Materia*—a Hearst publication designed to supply busy physicians with all vital facts about new medical products as fast as these appear.

The very disparity of these two publications—considered along with Hearst's many other special interest magazines—indicates the great intensity and diversification of interests which are fundamental to Hearst publications.

In addition, Hearst publishes in England: *Connoisseur, Good Housekeeping, She, Vanity Fair, House Beautiful*, and *Harper's Bazaar*—British magazines which again indicate the broadening lines of communication which have characterized the Corporation's growth.

Under Hearst ownership, *Avon Books'* list of authors will continue to include such outstanding names as Boris Pasternak, Donald Barr Chidsey, D. H. Lawrence, Agatha Christie, James Agee, John O'Hara, and a host of equally distinguished writers.

And as fast as new names are added to the list, they will be made available through the Avon Division of Hearst Magazines, whose circulation department has been distributing *Avon Books* for the past 7 years—doing much to make pocket-size book reading a national habit in America.

THE HEARST NEWSPAPERS

Albany Times-Union / Baltimore News-Post and Sunday American
Boston Record-American and Sunday Advertiser / Detroit Times
Los Angeles Examiner / Los Angeles Herald-Express / Milwaukee Sentinal
New York Journal-American / New York Mirror / Pittsburgh Sun-Telegraph
San Antonio Light / San Francisco Examiner / Seattle Post-Intelligencer
San Francisco News-Call Bulletin (Affiliate)
The American Weekly / Puck – The Comic Weekly

- Publishing in the public interest
- Serving advertisers with selective markets
- Expanding the fields of communication
- Growing with the progress of America

Medium-Size Business Best Sales Target, Magazine Reports

NEW YORK, Aug. 25—The most profitable market for companies which sell their product to other businesses is among the 48,000 middle-size American corporations, not the industrial giants or midgets, *Management Methods* says in its current issue.

Reporting on a survey done for it by two independent research companies, the magazine reports that companies employing between 100 and 1,000 persons "represent the single greatest undeveloped profit potential in the business market."

Two major characteristics make for a unique situation in selling to those companies, the magazine says: "First, because growing companies make good customers, and, second, because centralized management makes selling easier and faster."

Evidence proves, the report says, "that if a company sells to business, and if the purchase of a product or service involves a top management decision, you are wasting sales power and profits unless you select your business customers at least partly on the basis of company size."

▪ Repeated trial and error, the report says, indicates that the most commonly meaningful yardstick of company size is number of employes.

So-called midget companies, those with fewer than 100 employes, the report says, are uneconomical segments of the business market because of their scattered numbers and low purchasing power.

The giant company establishments with more than 1,000 employes are a vital segment of the business market, the report says, "but, statistically, they are not the biggest segment of the market, nor are they the easiest to sell."

However, what *Management Methods* calls "the market of the middle billions" is reported to represent "the biggest undeveloped profit potential of all segments of the business market because:

"**1.** It consists of companies small enough to be economically reached.

"**2.** It consists of companies big enough in buying potential to be worth reaching.

"**3.** It consists of companies in every type of business and industry."

▪ As part of its research, *Management Methods* sent a questionnaire to presidents in a cross-section of 1,000 companies known to sell a business product or service. It reports the following facts were uncovered:

More than half of the presidents said they sell between 30% and 80% of their volume to companies in "the market of the middle billions."

A total of 72% of the presidents said that from four to ten people influence the purchase of their products in large companies, while in the middle-size companies, 78% of the presidents said not more than three, and usually only two people influence a purchase.

More than half of the presidents said that middle-size companies are the most profitable in terms of sales costs and order size. #

Santulli Joins Polyplate

Ralph A. Santulli, formerly a vp of E. M. Freystadt Associates, New York agency, has joined Polyplate Corp., New York, as vp in charge of sales and service. He is a former president of the Advertising Agency Production Club of New York.

Chilton Co. to Publish 'Pictorial History of Television'

Chilton Co., Philadelphia, will publish "A Pictorial History of Television" in November. The book traces the history of television performance from the early days of the 1940 Republican national convention and the late Gertrude Lawrence's performance in "Susan and God" to the present.

Photographs will include scenes from "Amahl and the Night Visitors," the Mary Martin-Ethel Merman joint vaudeville, Fred Astaire's evening of dance and the Louis-Conn heavyweight championship bout. The relationship of television to sports, opera, worldwide events, education, Edward R. Murrow's examination of international events, politics, religion and government are discussed in the book. It will sell for $10.

Crawfords Advertising Offers Canadian Market Guide

Crawfords Advertising Service, Toronto, has published an 18-page booklet, "A Guide to Marketing in Canada," which summarizes some of the marketing and advertising aspects of the Canadian market. Included is information on Canada's economic prospects and characteristics and varying economic conditions of Canada's five marketing regions. Copies may be obtained from Crawfords Advertising Service, 154 University Ave., Toronto.

Dr. LeGear Names Block

Dr. LeGear Inc., St. Louis, has appointed Frank Block Associates, St. Louis, to handle its advertising. The 65-year-old company manufactures animal health remedies. A drive will begin for two new products, Nu-Cud and Bovextra.

WHO READS MISSILES AND ROCKETS?

Well, for instance . . . ENGINEERS AT WESTINGHOUSE DEFENSE PRODUCTS

Molecular electronics—a technological breakthrough at Westinghouse—is producing electronic systems *1,000 times smaller and lighter* than anything now in existence.

Through molecular electronics, drastic reduction in weight, size, power and heat dissipation requirements will permit space vehicles and satellites to perform a greater number and wider range of tasks. Greatest advantage is the vastly improved reliability achieved by the replacement of numerous components by a single solid state unit.

Recently, the Air Research and Development Command of the U. S. Air Force awarded a development contract to Westinghouse as a part of a broad program effort in this new electronic area. Experimental "hardware" is being fabricated by Westinghouse for infrared, reconnaissance, communications, telemetry, flight control and other military applications.

"Missiles and Rockets deals exclusively with astronautics. Spawned by aviation, missilery and outer space exploration today is an industry by itself." — George Shapiro (right), Fellow engineer of the Westinghouse Astronautics Institute, located at Air Arm Division.

"One company can't build the entire bird . . . it takes thousands of parts and scores of companies. Missiles and Rockets keeps us informed of the products and capabilities of the other companies throughout the industry — a most definite aid in selecting contractors." — Harvey Saldin (right), Manager, power systems, Westinghouse Advanced Systems Planning group.

Ford to Introduce Falcon Through TV News Conference

Ford Motor Co., Dearborn, will introduce its new Falcon car on a nationwide news conference via two-way closed-circuit television Sept. 2. Use of a two-way audio-visual system will enable newsmen to ask direct questions of Ford officials assembled in Dearborn. Some 2,000 press, radio and tv representatives have been invited by Henry Ford II, president, to attend the simultaneous telecasts in 21 cities across the country.

The program will be produced by Theatre Network Television and will mark the first use of both tv tape and live television in a single closed-circuit business telecast, TNT officials said.

Schlitz Buys 'Trackdown'

CBS Films, New York, tv film distributor, has sold "Trackdown" to Joseph Schlitz Brewing Co., Milwaukee, on a regional basis. The brewer bought the series for showing in six cities, and more markets are expected to be added in the near future. The sale was made through J. Walter Thompson Co., Chicago.

Ruth Babick Joins Frank

Ruth Babick has joined Clinton E. Frank Inc., Chicago, as a radio and television time buyer. For the past 12 years Miss Babick has been with Earle Ludgin & Co., Chicago, where she was head radio and television buyer.

Schmolze Joins Harley Ward

Harley L. Ward Inc., publishers' representative, has appointed Paul E. Schmolze to its Chicago office sales staff. Mr. Schmolze formerly was with the *Chicago American*, the *Philadelphia Bulletin* and *Good Housekeeping*.

Betty Crocker
Cream Puff mix
10¢ off regular price
MAKES 12 TO 16 PUFF SHELLS
ADD EGGS AND WATER
USE YOUR FAVORITE FILLING

COLORFUL FOIL—*A magenta-tinted, laminated aluminum foil is being used by General Mills to wrap the outside of its new packages for Betty Crocker meringue and cream puff mixes. A "10¢-off regular price" offer is used to introduce the new design.*

MGM Uses Saturation Radio in 31 Markets for New 'Kiss' Movie

New York, Aug. 25—Metro-Goldwyn-Mayer is using saturation radio in 31 top markets to boost the box office for the new Glen Ford-Debbie Reynolds comedy, "It Started With a Kiss."

The drive is timed to build peak interest for the opening of the movie, with each station carrying a minimum of 126 announcements at a frequency of at least one per hour per day from 6 a.m. to midnight. The buildup starts on the Sunday before the opening in each city and continues through the first Sunday of the run.

The strategy was worked out by MGM's advertising and publicity department in cooperation with John Blair & Co. and MGM's agency, Donahue & Coe. Most of the 36 stations carrying the schedule are Blair-repped outlets. The motion picture company calls its approach the "first national radio spectacular."

■ Each station has promised to tie in the "Kiss" plugs with weather reports, traffic bulletins, sports news, women's service shows and disc jockey sessions. Personalities on the station will be permitted to use the ad-lib approach in selling the movie to their fans. Each station is putting together its own contests and promotional stunts for the comedy.

Most of the opening dates are set for the week before Labor Day, but the movie has already opened in New York, where the campaign is running on WMGM, WINS and WABC, and in Cincinnati, where WCPO is carrying the schedule.

In Cincinnati the station ran a teaser campaign built around a mysterious "Iswak (for 'It Started With a Kiss') Day," which was ballyhooed with recordings of kiss sounds. WCPO also conducted a contest to find the most beautiful lips in Cincinnati. #

Stefenson Joins Best Foods

Edmund F. Stefenson, formerly with Cunningham & Walsh, Sullivan, Stauffer, Colwell & Bayles and J. Walter Thompson Co., has been appointed director of advertising of the Best Foods division of Corn Products Co. His appointment was announced by Albert Brown, vp in charge of advertising for the division.

Dr. Gene Strull (right), Manager of the Semiconductor Division's Solid State Advanced Development Laboratory at the Westinghouse Air Arm Division, discusses molecular electronics with Charlie LaFond of the editorial staff of Missiles and Rockets magazine. Westinghouse engineers have developed on a single semiconductor wafer, a system that performs all the functions of much larger conventional and transistorized electronic systems. Typical application is a tiny light sensing device for satellite telemetry less than ½" in diameter and 1/100th of an inch thick, one of several subsystems including pulse generators and multiple switches, already built and demonstrated by Westinghouse.

"This fast-growing, dynamic industry (missiles and astronautics) demands week-to-week technical and news coverage. Month-old news and developments are of little use to today's engineer." — Jim Currie (left), Radar Engineering Section Manager, Westinghouse Electronics Division.

WHY YOU SHOULD ADVERTISE IN MISSILES AND ROCKETS . . . Missiles and Rockets has *no waste* circulation—just those who manufacture missiles, space vehicles and allied equipment—and active Government and military personnel. *Over 29,000 missile technicians pay for their subscriptions to Missiles and Rockets*—the *best* circulation story among magazines covering the missile market. Missiles and Rockets reaches the thousands of companies, NASA and the Department of Defense who are purchasers in this multi-billion dollar market.

TELL YOUR PRODUCT OR CAPABILITY STORY THROUGH THE PAGES OF MISSILES AND ROCKETS—THE TECHNICAL/NEWS WEEKLY OF THE MISSILE/SPACE MARKET.

M/R missiles and rockets
AN AMERICAN AVIATION PUBLICATION
1001 VERMONT AVENUE, N. W., WASHINGTON 5, D. C.

Wohl Shoe Sets Fall Push

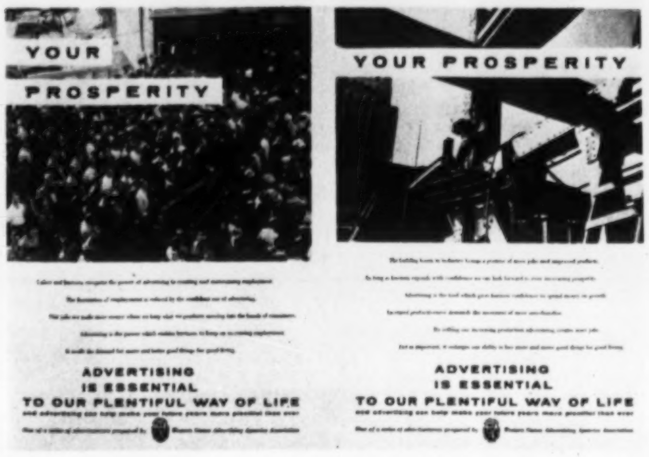
Wohl Shoe Co., St. Louis, a division of Brown Shoe Co., has scheduled 27 consumer ads for a three-month fall campaign promoting its eight brands of women's shoes. The campaign, employing a different format and copy theme for each brand, will run in *Charm, Glamour, Harper's Bazaar, Ingenue*, Ideal Movie Group, *Mademoiselle, McCall's, Seventeen*, Sterling Women's Group and *Vogue*. All but one ad will be in color. Mogul, Lewin, Williams & Saylor, New York, is the agency.

Watson Named Ad Manager

Appliance Manufacturer, Chicago, has appointed Robert D. Watson district advertising manager of the central Atlantic and northeastern territory, headquartering in New York. Mr. Watson formerly was in the promotion and market research department and served as district manager of the Chicago territory.

Jackson Joins Lavenson

Martin Jackson, formerly with Mel Richman Associates, has joined Lavenson Bureau of Advertising, Philadelphia, as executive art director. Prior to joining Richman in 1958, Mr. Jackson was an art instructor, and his paintings are included in the permanent collections of about 20 U.S. museums.


YOUR PROSPERITY

ADVERTISING IS ESSENTIAL TO OUR PLENTIFUL WAY OF LIFE

YOUR PROSPERITY

ADVERTISING IS ESSENTIAL TO OUR PLENTIFUL WAY OF LIFE

UNDERSTANDING—*These are two of the five ads sponsored by the Western States Advertising Agencies Assn. and run by 95 newspapers to promote better understanding of advertising by the average man. Earl Culp Advertising was the volunteer agency.*

Western Ad Group Helps John Doe to Appreciate Ads

Los Angeles, Aug. 25—Winding up a ten-week campaign to "help the average person understand and better appreciate advertising," the Western States Advertising Agencies Assn. has reported that 95 of 133 western newspapers with more than 10,000 circulation have cooperated by running the series of five ads prepared by the volunteer agency, Earl Culp Advertising.

The campaign was launched in June with the mailing of a six-page folder headlined: "Now! A Long Needed Advertising Campaign to Improve the Public Image of Advertising." The folder included reprints of the five-column ads in the series. Mats for the ads were attached.

■ Publishers receiving the mailing were asked to check the following alternatives:

1. "We will publish all five ads within the next ten weeks."
2. "We don't know how long it will take to have space for all five ads, but we expect to publish all of them."
3. "We will be happy to continue publishing this campaign if you will make new ads on this subject available to us."

Speaking for the association, Earl Culp said the campaign was considered an "affirmative" position for advertising, rather than "defensive," as is too often the case.

"There may be other and better ways to work for public understanding of advertising and its accomplishments, but at least this is a positive approach and it has not been talk but action."

He said publisher response was very favorable and exceeded expectations. There are no definite plans for future action on these same lines, but there probably will be, he said.

■ The association has for a number of years used outdoor boards furnished by Foster & Kleiser and Pacific Outdoor Advertising, but these have had the objective of selling advertising agencies in general and/or WSAAA members specifically. The current outdoor campaign is based on a board simulating a jigsaw with the copy: "An Advertising Agency Can Put The Pieces Together For You . . . Sales!" (AA, Feb. 2, '59). This board has been up in two rotating locations of each of the outdoor companies since February and will continue to run for several months.

The outdoor campaign differs from the newspaper campaign in that it has been directed primarily to the business community to sell advertising agencies, while the newspaper campaign has the objective of selling advertising generally to the public. #

Fifty Metropolitan Areas Account for 70% of U. S. Liquor Sales, 'Time' Study Finds

New York, Aug. 25—Fifty metropolitan areas in 1958 accounted for an average of 70% of the total national market for distilled spirits. According to type of liquor sold, the share ranged from 64.9% for straights to 80.8% for scotch.

These are among the highlights of *Time's* second annual study of U.S. case sales of leading distilled spirits, released last week. The study shows that top metropolitan markets are getting an increasingly concentrated share of the national sales volume.

The 50 metropolitan areas' share of national volume, in 1958, based on case sales, the study shows, breaks down on a percentage basis as follows:

Spirit blends, 69.0% of national volume; straights, 64.9%; bonds, 71.3%; scotch, 80.8%; Canadian, 77.4%; gin, 71.8%; vodka, 66.0%; cordials, 72.7%; brandy, 80.5%; rum, 79.6%.

Comparative percentages in 1957 were: Spirit blends, 68.6%, and straights, 64.9%. Tabulations on cordials, brandy and rum were not made in the 1957 survey.

■ "Analysis of data offered by the study confirms the fact," the report says, "that over the past few years there has been a rapid and continuing swing away from the concept of separate product types as 'regional sellers.' All top metropolitan areas are becoming prime markets for all product types, and it is believed that the trend will continue in the next decade. Vodka, for example, was sold almost exclusively in California only seven years ago; today, two out of three bottles are sold in the top 50 metropolitan markets throughout the country."

The markets listed in the *Time* study coincide in most cases with standard metropolitan areas as defined by the U.S. Census Bureau, rather than by state areas.

The survey was conducted for *Time* by Clark Gavin Associates. In his letter of transmittal, appended to the study, Mr. Gavin points out that "within each grouping of top 50 metropolitan areas there is a further very high proportion of sales concentration in what might be called the Top Ten.

"New York is first or second in all categories, except straights, in which group it places fourth. Chicago places no worse than sixth; Los Angeles no worse than fifth." Here are the top ten markets, listed in order:

Blends

New York-Northeastern New Jersey, Philadelphia, Detroit, Boston, Los Angeles, Chicago, Pittsburgh, Cleveland, San Francisco-Oakland, Washington.

Straights

Chicago, San Francisco-Oakland, Los Angeles, New York-Northeastern New Jersey, Washington, St. Louis, Houston, Kansas City, Dallas, Atlanta.

Bonds

New York-Northeastern New Jersey, Chicago, Louisville, Los Angeles, Cincinnati, St. Louis, San Francisco-Oakland, Washington, Philadelphia, Boston.

Scotch

New York-Northeastern New Jersey, Chicago, Los Angeles, Washington, San Francisco-Oakland, Boston, St. Louis, Miami, Detroit, Houston.

Canadian

New York-Northeastern New Jersey, Chicago, Detroit, Los Angeles, San Francisco-Oakland, Boston, Philadelphia, Washington, Miami, Cleveland.

Gin

New York-Northeastern New Jersey, Chicago, Los Angeles, Philadelphia, Detroit, Washington, San Francisco-Oakland, Boston, Cleveland, St. Louis.

Vodka

Los Angeles, New York-Northeastern New Jersey, San Francisco-Oakland, Chicago, Miami, Detroit, Houston, Dallas, Atlanta, Tampa-St. Petersburg.

Winter Heads New Phoenix Office of Getz & Sandborg

Getz & Sandborg, Beverly Hills industrial agency, has opened an office in Phoenix at 2214 N. Central. N. A. (Bill) Winter, formerly vp of Advertising Associates, Phoenix, will head the new office.

N. A. Winter

The agency is expanding into Phoenix to serve industrial accounts there who have expressed a desire for a local agency, according to Richard A. Getz, president. Among the new office's accounts will be Motorola Inc.'s semiconductor division, which Mr. Winter has supervised since 1957.

1959 Directory of Hong Kong Commerce & Finance Issued

The 1959 Hong Kong "Directory of Commerce, Industry & Finance" has been published by the department of commerce and industry of the Hong Kong government, Fire Brigade Bldg., Hong Kong. The 114-page illustrated book is designed as an overseas business man's guide to Hong Kong.

The 14 chapters describe Hong Kong's administrative and economic development and outline the colony's resources and services. Trading practices and procedures also are described.

'Digest' Opens Camden Office

The *Reader's Digest* has opened an office at 519 Federal St., Camden, N. J. Raymond Macpherson has been named manager of the operation, which will serve the Philadelphia-Camden area.

Spruill Buys Krause Co.

T. Bryce Spruill, who resigned as vp of Botsford, Constantine & Gardner, has purchased Krause Trimming Co., Portland, Ore., a 75-year-old company that produces items for the upholstery industry. Mr. Spruill has taken over active management with the assistance of the previous owner, Martin Krause, who acquired the company in 1924.

Ewart Joins Tatham-Laird

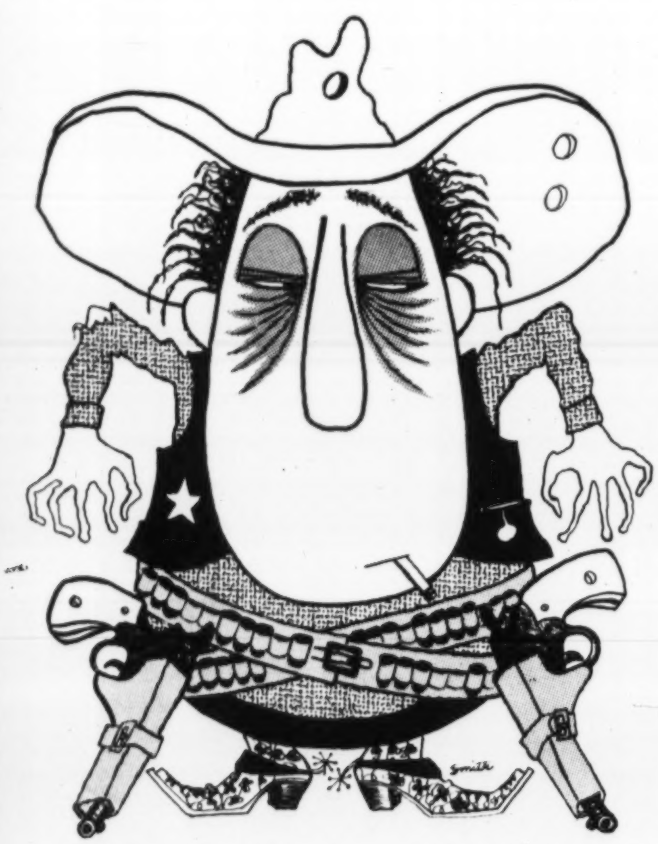
William Ewart has joined the copy department of Tatham-Laird, Chicago. Mr. Ewart was formerly with McCann-Erickson.

Attention Admen!

fit type
IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn.



FASTEST GUN IN THE SOUTH

Fastest . . . and speaks with most authority in these parts, podner.

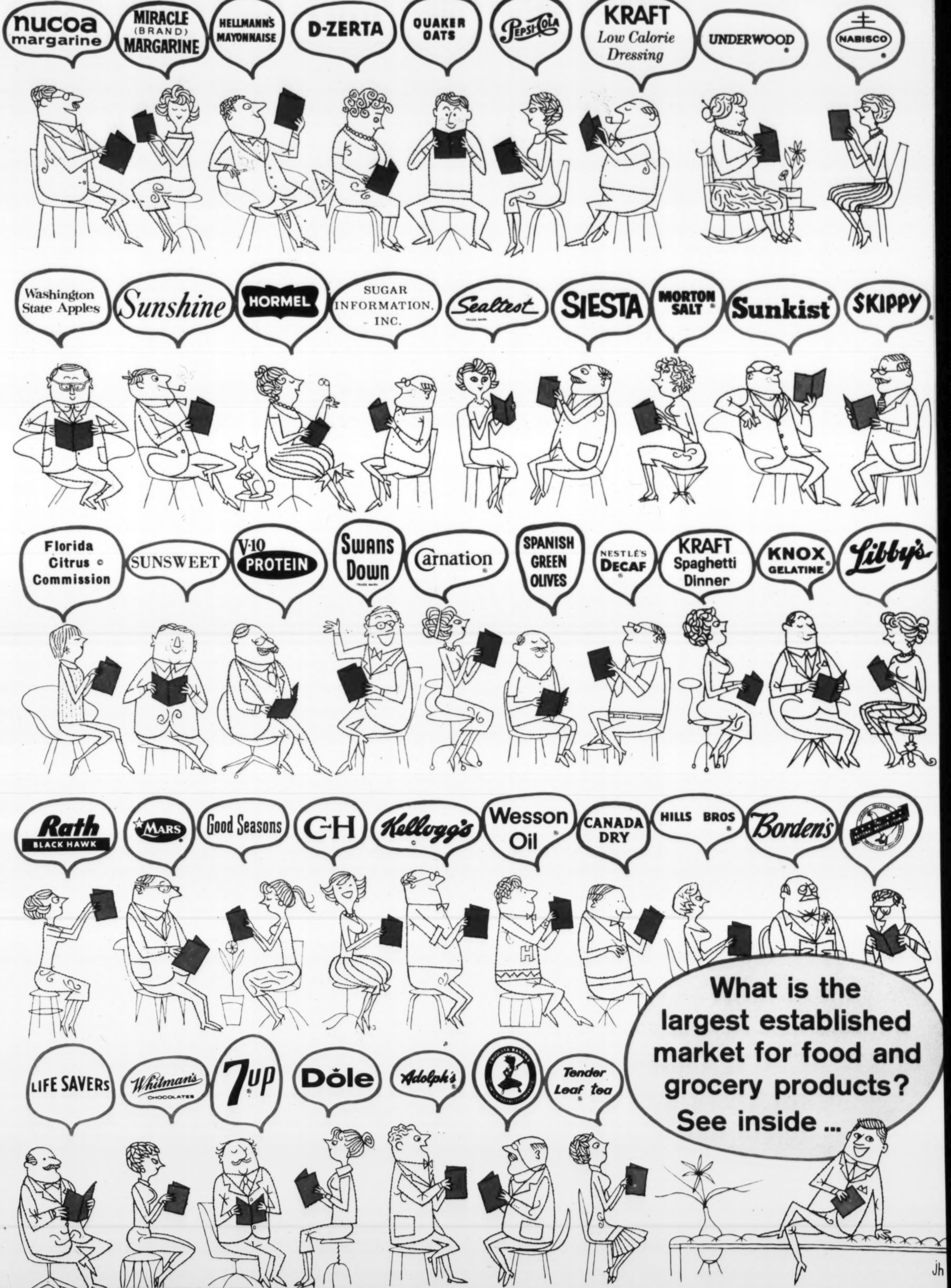
Small wonder we're sittin' tall in the saddle. WBT's varied, creative, responsible programming guns down the opposition by 92% mornings, 69% afternoons and 123% at night.*

Nielsen says our spread is the nation's 24th largest.** Let us put our brand on your radio schedule. Call CBS Radio Spot Sales for the low-down.

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY


nucoa margarine
MIRACLE (BRAND) MARGARINE
HELLMANN'S MAYONNAISE
D-ZERTA
QUAKER OATS
Pepsi-Cola
KRAFT Low Calorie Dressing
UNDERWOOD
NABISCO
Washington State Apples
Sunshine
HORMEL
SUGAR INFORMATION, INC.
Sealtest
SIESTA
MORTON SALT
Sunkist
SKIPPY
Florida Citrus Commission
SUNSWEET
V-10 PROTEIN
Swans Down
Carnation
SPANISH GREEN OLIVES
NESTLÉ'S DECAF
KRAFT Spaghetti Dinner
KNOX GELATINE
Libby's
Rath BLACK HAWK
MARS
Good Seasons
C-H
Kellogg's
Wesson Oil
CANADA DRY
HILLS BROS
Borden's
LIFE SAVERS
Whitman's CHOCOLATES
7up
Dole
Adolph's
CHIQUITA BANANA
Tender Leaf tea
What is the largest established market for food and grocery products? See inside ...
jh

You can reach the largest and best audience available anywhere in Reader's Digest

Want more sales at less cost?

In the past 12 months more food advertisers have turned to the one best place to sell grocery products—the 35,000,000 people reached each month by Reader's Digest. The extra values that Digest advertisers get for their money can also mean extra sales for you.

Does your product sell to all America?

If so you will want to reach the largest proven audience you can buy in any medium. That's the Digest market—36% of all households in America. It spends over a billion and a half every month on food alone! That's why food advertisers are expanding their Digest schedules.

Want to reach higher income customers?

Nearly 60% of all U. S. families earning $10,000 or more read a single issue of the Digest. They spend the most for "luxury" foods. Digest readers buy more desserts, ice cream, frozen foods; more soup and nuts and candy; more pre-cooked dinners, more convenience foods and mixes. Their purchases mean more profits for you.

Want extra attention in the supermarkets?

More of America's housewives read the Digest than any other magazine. That's why most supermarkets (including every large chain) sell it themselves—many at the choicest location in the store, the checkout counter. This produces unique display and merchandising opportunities for Digest-advertised products . . . right in the same stores that sell the Digest!

What results can you expect in the Digest?

A single ad for Dove brought 1,800,000 coupon redemptions for Lever Brothers. Three advertisements helped give Kraft a major share of the low-calorie salad dressing market—in *three* months. A Digest advertisement for Johnson's Wax sold an estimated two million cans of Glo-Coat. You can expect comparable results for other good products advertised in the Digest.

Reader's Digest offers these extra benefits to its advertisers:

1) **The largest proven audience.** It is larger than any other magazine, weekly, fortnightly or monthly; larger than any newspaper or newspaper supplement; larger than the average nighttime network TV program.

2) **The largest quality audience that can be found.** More people with greater spending power read the Digest than any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.

3) **Discrimination in the advertising accepted.** The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, and no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

4) **Belief in what the magazine publishes.** Millions of people have faith in Reader's Digest, in its editorial and advertising columns alike.

And Reader's Digest offers all these advantages to make your advertising dollars work harder:

- *4-color advertising for only 13.1% more than black and white*
- *Half pages in 2 and 4 colors, as well as black and white*
- *2-color advertising at the same cost as black and white*
- *All advertising placed adjacent to editorial matter*
- *Bleed-page advertising—40% more space—at no extra cost*
- *11,750,000 circulation rate base*
- *Lower cost-per-thousand for 4 colors than any other leading general magazine offers for black and white*

Here is the kind of lasting, active life your advertisement will get—through repeat exposures—in Reader's Digest

The impact of a single advertisement in Reader's Digest lasts longer than it will anywhere else. For example, your advertisement in the September issue (out August 21) "lives" through September, October . . . and receives more than 2,000,000 potential exposures in the first four days of November when it is 10½ weeks old!

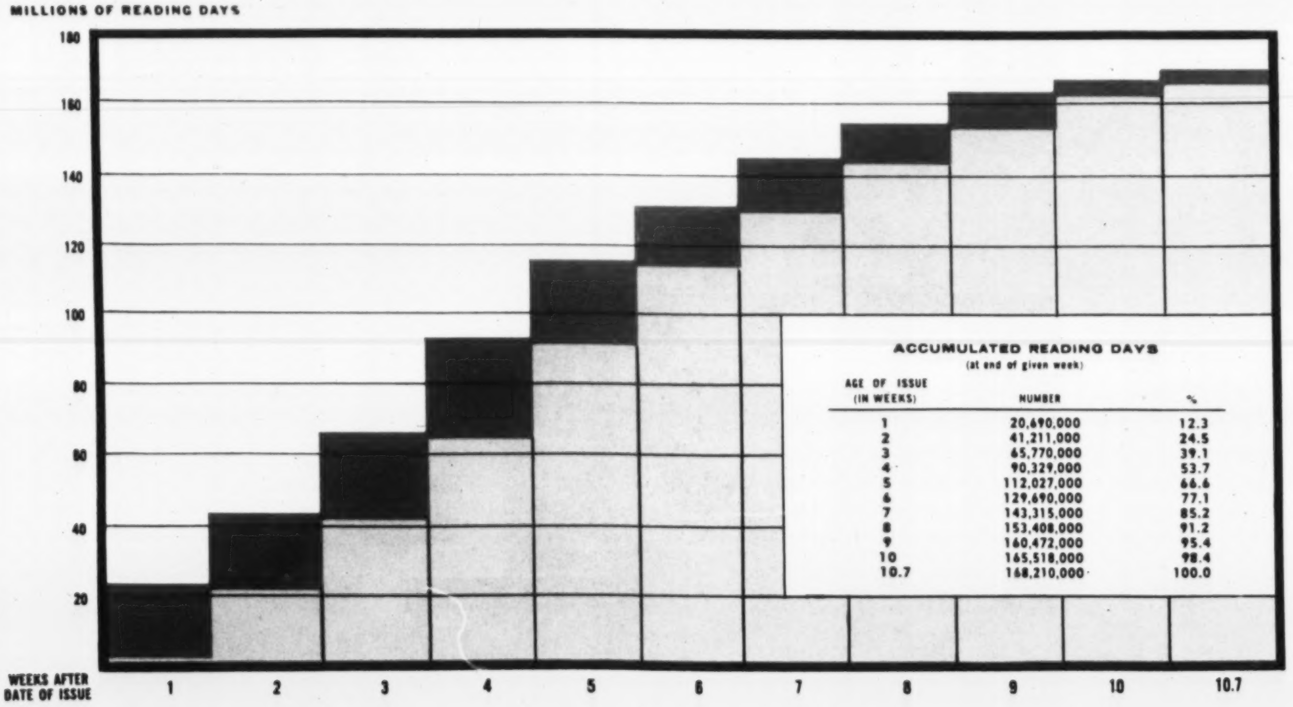
In the first week, 20,690,000 potential exposures! Reader's Digest appears on or about the 21st of each month. In the first week after publication, a single issue is picked up and read a minimum of 20,690,000 times.

In the first month, 90,329,000 potential exposures! Each issue of Reader's Digest is read by an average of 35,000,000 people. In the first month of each issue's life, people pick it up at least 90,329,000 times.

In 2½ months, 168,210,000 potential exposures! Each issue of Reader's Digest has an active reading life of 10.7 weeks—or 75 days. Politz Research shows it is read a minimum of 168,210,000 different times during this period.

Here's how Reader's Digest accumulates exposures week after week!

Your advertising in Reader's Digest gets off to a head start . . . and it *stays ahead* by an ever-widening margin. Research shows that the Digest will be picked up and read *more often during the first week of its life—and every week thereafter—than any other magazine.*



ACCUMULATED READING DAYS
(at end of given week)

AGE OF ISSUE (IN WEEKS)	NUMBER	%
1	20,690,000	12.3
2	41,211,000	24.5
3	65,770,000	39.1
4	90,329,000	53.7
5	112,027,000	66.6
6	129,690,000	77.1
7	143,315,000	85.2
8	153,408,000	91.2
9	160,472,000	95.4
10	165,518,000	98.4
10.7	168,210,000	100.0

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.
Over 11,750,000 copies bought monthly

National Brewing Buys Radio and TV Rights for All Baltimore Colt Games

BALTIMORE, Aug. 25—National Brewing Co. is hitching its beer wagon to a star. The stellar object is the world champion Baltimore Colts' football team, which the brewer is betting on heavily this fall through sponsorship of several of its games on Mutual, ABC-TV and CBS-TV.

The extensive advertising push will be made primarily for National Bohemian beer, although another of the company's brands with distribution in the Michigan area, Altes Golden lager, will receive some promotion on stations in that region.

National Brewing has bought half-sponsorship of the Colts' complete 12-game schedule broadcast over the entire Mutual network, or at least on all stations that can be cleared. The games will not be aired in some of the 12 cities where there are National Football League teams.

■ The only bee in the brew was supplied by some 15 to 30 stations scattered throughout the South which have refused to carry beer advertising on Sundays, when nine of the Colts' games are scheduled. National Brewing had not been too eager to push its brew on Sundays, but it decided that being billed on the same scorecard with the champion Colts was too good to pass up, according to Bill Murphy, media director, who supervises National Brewing's account at W. B. Doner & Co.

The Sunday dilemma has been by-passed in several southern markets (a little less than 12) through an agreement between the station and the beer maker. These stations will provide National Brewing with equivalent commercial time during the week in exchange for commercials in the Colt games, which the station will sell to other advertisers.

The widespread radio coverage will bring National Brewing into areas where it does not now have distribution. When asked by ADVERTISING AGE if this meant that the brewer was going to expand its distribution area, Mr. Murphy said, "We do not have plans of expanding our distribution substantially as a result of this buy." But perhaps the company is brewing more than beer; Mr. Murphy added, "It remains to be seen whether we expand our distribution."

■ With National Brewing buying half-sponsorship of the radio broadcasts, Mutual stations will offer the other half to local advertisers. The games will kick off Sept. 26.

National Brewing also will carry the football on CBS-TV and ABC-TV. The games will be blacked out, however, in cities with teams in the National Football League when the televised games are played in those cities, or, in some cases, when the telecasts would conflict with home games. The tv blackout rules have not been firmly established yet.

On CBS-TV, the brewer will carry half-sponsorship of four preseason games and seven regular season events. The regional buy varies for each game, from five to 30 eastern markets. All but one of the pre-season games and one of the regular meets involve the Colts. The pre-season schedule started Aug. 21.

■ National Brewing will have about three-eighths sponsorship in a regional buy on ABC-TV's Saturday night seven-game schedule. The buy includes about 31 markets from Maine to Florida, excluding southern New England and New York state. Five of the games are pre-season and two regular events.

Many of the radio and tv commercials will be built around National Brewing's established theme, "Beer from the land of the Chesapeake Bay—the land of pleasant living." The beer maker has other big promotion plans, including magazines, newspapers, outdoor and exploitation to tie in with the radio-tv football program. The agency, however, hopes to keep the details of these promotions as secret as the Colts' football signals.

PLAN BASEBALL, GRID SERIES ON VIDEO TAPE

NEW YORK, Aug. 25—The calendar doesn't mean a thing in the world of sports these days. This year, thanks to the magic of tv tape, sports fans will be watching major league baseball games in the cool, cool, cool of the winter's evening, and arm-chair quarterbacks will be calling the plays on top professional football games during warm spring nights.

This reversal of the sports seasons has been brought about by Peter DeMet Productions, Chicago, which is taping the sports events, and World-Wide Television Sales, New York and Chicago, which is distributing the tapes.

Tapes of the 26 top baseball games will be selected from the 308 games played by the American and the National leagues and will be sold in a series called "Major League Baseball Presents." The series will be edited to include the most exciting portions of the games for the one-hour telecasts.

■ World-Wide has sold the baseball series thus far to WABC-TV, New York; WMCT-TV, Memphis; WTAE-TV, Pittsburgh; and WGN-TV, Chicago. The weekly presentations will be shown on WABC-TV Sundays at 6 p.m., EST, beginning Oct. 11. No sponsors are set yet.

The football series will be handled in much the same way, with Peter DeMet Productions taping all 72 games played by the National Football League teams and then selecting the 26 most exciting ones for a package to be distributed by World-Wide. The series will be shown between Jan. 20 and Aug. 20.

No sales of the gridiron series have been reported yet, as the arrangements between the DeMet company and the 12 NFL teams were completed only a few days ago. All NFL clubs will share in the receipts and the league's new player-pension plan will be given a healthy boost, according to Bert Bell, NFL commissioner. #

'Citizen-Times' Takes 'Parade'

The *Citizen-Times*, Asheville, N. C., will begin distribution of *Parade* with its Oct. 4 issue. This brings to 65 the number of newspapers distributing *Parade*.

ACTIVISM!

What's in it for you?

Wisconsin Agriculturist

"OF COURSE WE TAKE SEVERAL MAGAZINES, BUT OUR 1st CHOICE IS WISCONSIN AGRICULTURIST"

He's a Wisconsin farmer.

If you sell in Wisconsin keep these facts in mind.

Wisconsin Agriculturist is 1ST in preference—tops other farm publications by a wide margin in repeated studies. None dispute this.

Wisconsin Agriculturist is 1ST in circulation in rural Wisconsin, too.

No general consumer magazine penetrates the Wisconsin farm market over 25 percent.

Whatever your product, remember:
In rural Wisconsin,
Wisconsin Agriculturist is *your* 1ST choice, too.

AMERICA'S DAIRYLAND

WISCONSIN Agriculturist

SERVING WISCONSIN FARM FAMILIES 110 YEARS

1125 Sixth Street, Racine, Wisconsin

Member of
MIDWEST FARM PAPER UNIT
35 E. Wacker Drive, Chicago 3
250 Park Avenue, New York 17

West Coast Representative
Townsend, Millsap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4

STATE and LOCAL FARM PAPERS

★ *Performance*
a continuous feature at Laurence
WAbash 2-6284
LAURENCE INC.
Fine Photo Engravers
547 South Clark St., Chicago 5, Ill.

Print Media Still Exempt from Ohio Law Following Veto

COLUMBUS, O., Aug. 25—Gov. Michael V. DiSalle of Ohio has vetoed a bill that would have included newspapers, magazines and motion pictures under the provisions of the state's "nuisance" law, which regulates pornographic material.

Newspapers, magazines, movies and other matter using second-class mail privileges have been exempt from the nuisance law. But the Ohio legislature, at this last session, passed an amendment to include them all. The bill was passed by both the House and Senate without a single negative vote.

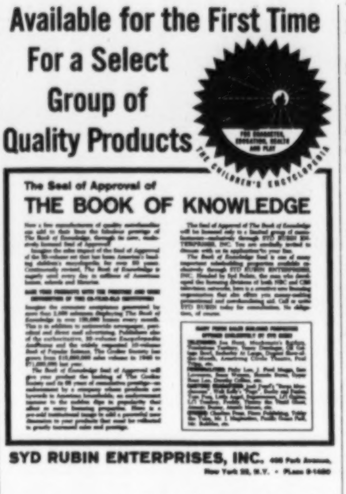
Gov. DiSalle, whose veto was not overridden, said that the inclusion of newspapers and others in the law raised a question as to the constitutional guarantee of freedom of the press. He said in his veto:

"The removal of the exemption language could reflect upon the proper and legitimate publications, although, in my opinion, it is possible that the whole section might be declared unconstitutional by reason of the elimination of the exemption."

DISALLE VETOES OHIO OUTDOOR LAW CHANGE

COLUMBUS, Aug. 25—Gov. Michael V. DiSalle has vetoed legislation that would have amended Ohio's anti-billboard law to permit the erection of advertising signs on industrial and commercial property along highways in the state.

In his veto, the governor said he could see "no great harm and a great deal of benefit to be obtained" from keeping the 1,330 miles of interstate highways in Ohio free of outdoor advertising. The anti-billboard law has been a controversial measure in the legislature. #



Available for the First Time For a Select Group of Quality Products

THE CHILDREN'S ENCYCLOPEDIA

The Seal of Approval of
THE BOOK OF KNOWLEDGE

SYD RUBIN ENTERPRISES, INC.

ENDORSEMENT—*The Book of Knowledge is offering its endorsement to manufacturers or service organizations for the first time in its 65-year history via Syd Rubin Enterprises. Wunderman, Ricotta & Kline is placing the ads.*

Champagne Gives Continental Touch to Straw Hat Campaign

Men's Hats Inc., New York, straw hat manufacturer, is basing its fall trade campaign and spring consumer push on a tie-in with Piper-Heidsieck champagne (Renfield Importers Ltd.). The growing popularity of the continental look in men's fashions led to the tie-in. The ads picture a hat alongside a bottle of the bubbly being poured into a glass. The theme: "Continental as champagne and as light as the bubbles."

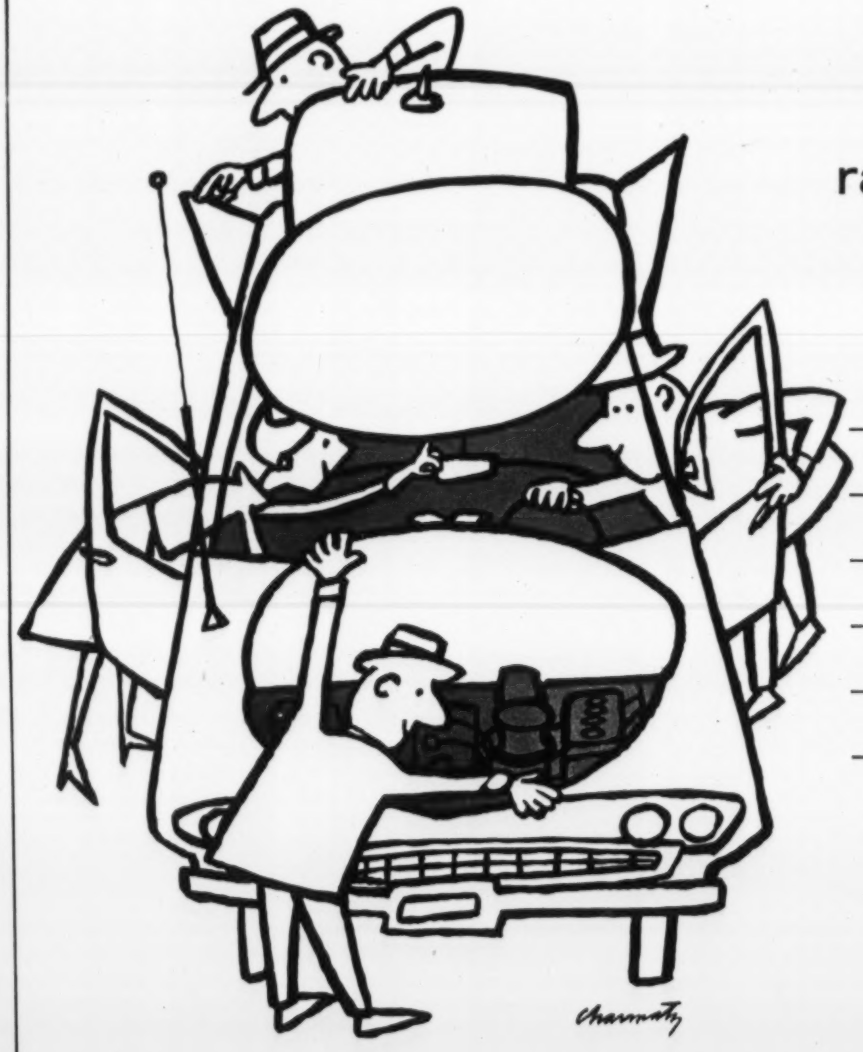
Trade ads are running currently in *Daily News Record* and *Men's Wear*. Consumer ads will break in the spring. In a similar tie-in, displays will feature the French Champagne Producers Assn. Albert L. Morse & Co., New York, is the agency.

Ellington Adds Continental

Continental Distilling Corp., Philadelphia, a subsidiary of Publicker Industries, recently appointed exclusive importer of McCallum's Perfection Blended scotch whisky, has appointed Ellington & Co., New York, to handle advertising for the brand. Continental imported McCallum's shortly after repeal for a few years. The brand is distilled by D. & J. McCallum Ltd., Edinburgh, Scotland, a division of Distillers Co. Ltd.

Yardley Boosts Niehouse

Oliver L. Niehouse has been elected to the board of directors of Yardley of London (Canada) Ltd., Toronto, and has been named director of sales. Mr. Niehouse, who joined Yardley in 1958, has been marketing manager of the company.

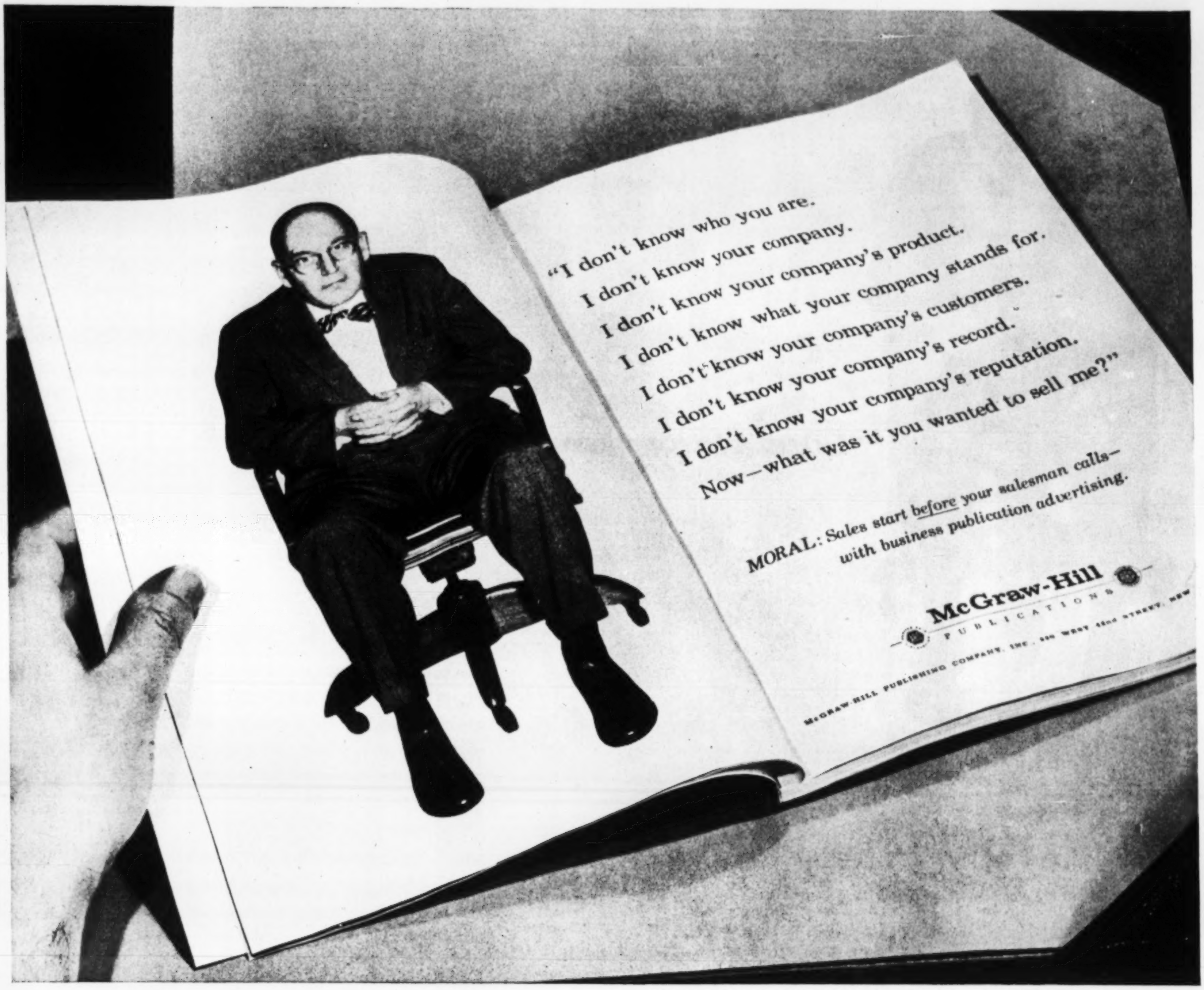


How advertisers of
PASSENGER CARS & VEHICLES
rank national magazines
(Jan.-June, 1959)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$7,002,080
2.	Saturday Evening Post	4,906,223
3.	Time	2,804,868
4.	Reader's Digest	2,087,750
5.	Look	2,085,956

BIGNESS is a fact of LIFE

Source: P.I.B. (gross figures)



"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"

MORAL: Sales start before your salesman calls—
with business publication advertising.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42ND STREET, NEW

McGraw-Hill Answers the Thoughtful Buyer

The above advertisement first appeared in May, 1958, in the advertising press.

It has been repeated several times . . . and imitated in many ways. Over 100,000 reprints have also been requested by sales and advertising executives.

It reminded businessmen that *knowledge* of a company, its products and its achievements is the vital forerunner of selling to business and industry.

We feel that our own comments on these statements, as they appear on the following pages, may be of interest to you.

"I don't know your company..."

We'd like you to.

The business of McGraw-Hill is *business.*

The function of McGraw-Hill's 42 business and technical publications is *communication.*

The market of McGraw-Hill is America's *growth industries.*

Our job has two parts.

One is to edit publications devoted to specialized fields . . . publications that provide up-to-date technical data, news, advice, and ideas.

The other is to provide a market place and a public forum for businesses and industries with products, services, or ideas for sale.

These parts are inseparable. Both are designed to answer the ever-recurring questions:

"What's new? What's better?"

Our headquarters are in New York. You may know the building, on the south side of 42nd Street between 8th and 9th Avenues.

In addition to our headquarters, McGraw-Hill has editorial and business offices in 15 major U. S. cities.

There are McGraw-Hill offices in Beirut, Caracas, London, Moscow, Paris, Bonn, Tokyo, and Mexico City.

McGraw-Hill's 615 full-time editors comprise the world's largest editorial staff devoted exclusively to gathering and reporting news of business, industry, and technology.

Almost one and a half million businessmen pay to read McGraw-Hill publications.

"I don't know your company's product..."

There are 42 publications bearing the McGraw-Hill imprint.

Each of these magazines is edited by *specialists* in the field.

They use the services of 635 field correspondents, special news bureaus in 9 U. S. cities and 8 foreign capitals, and some 2,500 contributor-authors.

From the capital, where government plans and actions affect so many business decisions, they receive daily reports from McGraw-Hill's Washington Bureau. This is the largest Washington bureau providing business and industry news.

From regional editors in key points across the country—Atlanta, Chicago, Cleveland, Dallas, Detroit, Los Angeles, San Francisco and Seattle—come reports of all local developments in their field.

From overseas, the largest business news network of its kind—covering 61 countries—is also serving their readers' needs.

The success of McGraw-Hill editors gets recognition.

One way is by the continuing flow of major awards for outstanding editorial achievement. In 1958, there were 29 of them.

Another is by the ever-growing roster of business and industry executives who *pay* to read McGraw-Hill publications—year after year.

"I don't know what your company stands for..."

Here is a private look at a portion of a McGraw-Hill internal memorandum that was circulated at the beginning of 1959.

It was written by Nelson Bond, President of the Publications Division. He said:

"Editorial integrity is the foundation stone on which all else is built. It means not only honesty, but competence—not only printing the truth, but seeking out the truth—not only reporting the facts, but uncovering, understanding, and interpreting the facts . . . the end that imposes these means is service to the reader—our sole reason for existence."

For the advertiser

There's no question that service to the reader comes *first* in McGraw-Hill thinking.

But many other "services" must be added to the credo.

One of them is *service to the advertiser*.

The pages of McGraw-Hill publications provide a market place, a shopping center, a platform, a communications system for American Business.

But the hospitality of its white space is not all that McGraw-Hill offers.

It offers information and counsel on advertising aims, policies, sales objectives, and problems. It provides data on markets, audiences, competition, advertising effectiveness.

It offers literature, films, case histories to help you prepare an advertising program—and even to help sell it to management.

The McGraw-Hill Laboratory of Advertising Performance provides a continuing research program which helps the advertiser evaluate the right and wrong things about his advertising technique.

The McGraw-Hill Research Department conducts special surveys for industrial companies to measure advertising effectiveness on every possible basis, and provides advertising readership studies that include Starch, Readex, Mills Shepard, and Reader Feedback.

McGraw-Hill assists its advertisers in merchandising their advertising to make every invested dollar work as hard as possible.

... and for all industry

McGraw-Hill's service extends to all business and industry.

Its research department conducts surveys on industrial marketing and selling. It provides information and literature on management, distribution, product introduction, marketing, research, sales training. It offers information on business and industry trends, buyer's guides, a continuing census of manufacturing plants.

The McGraw-Hill Department of Economics charts, reports, and interprets business and economic trends, makes surveys of business' plans for new plants and equipment, new orders for machinery, economic indexes, and special reports.

"I don't know your company's customers..."

A publisher has two groups of customers: the readers, and advertisers.

As we've said, we have nearly 1½ million subscribers.

McGraw-Hill also counts over 7,500 advertisers who use its publications to reach business and industry.

These are extraordinary advertisers, too. Their names are a "Who's Who" of American Business. Virtually *all* the blue-chip companies in the nation are on this list.

One of the most important facts these advertisers know about every McGraw-Hill subscriber is:

Whether his business is mining, electronics, transportation, management—whether he's a company president, a purchasing agent, or a foreman—cash must be put on the line for him to receive his McGraw-Hill publication regularly.

Here is what we do and don't believe about paid circulation.

We *don't* believe that readership is assured simply because a publication is paid for.

But we *do* believe that the willingness to pay (and pay again at expiration) is a measurement by which we can develop and maintain a truly interested and alert audience.

We *don't* believe that the quality of a magazine is determined by the fact that it bears a price tag.

But we *do* believe that editorial excellence is tested best by the reader's readiness to buy and keep on buying.

We *don't* believe that paid circulation—or any other kind of distribution—can guarantee 100% market coverage. There is no such thing. McGraw-Hill provides *selective* coverage of *qualified* buying influences in the markets we serve.

We *do* believe that there is a value to the advertiser in having auditable facts available, reliable proof that his message is reaching his audience, and that the audience has demonstrated its interest with hard-cash evidence. We believe a paid circulation list is the best way to isolate the most responsive readers, and to keep a publication's readership up-to-date in the ever-changing current of business and industry.

It's good business

In his New Year memorandum, Nelson Bond, President of the Publications Division, also said: "McGraw-Hill circulation policies are clear, straightforward, and above board. We provide complete information, checked and verified by an independent auditing organization (ABC) whose reliability and dependability have never been questioned. We conduct our circulation sales activities in full accordance with accepted, normal business practice—offering a good product at a good price. And finally, we tie circulation integrity to editorial integrity—because without first producing our good editorial product we could not sell it at a fair price."

“I don’t know your company’s record...”

Here is a quick picture of progress at McGraw-Hill.

In 1948, there were 780,000 paid subscribers. Last year, there were more than 1,360,000—an increase of over 74%.

In 1948, there were 6,050 different advertisers using McGraw-Hill publications. Last year, there were 7,835.

In that same period, advertising income increased 135.8%.

But the record of McGraw-Hill’s success is not nearly so significant as the success of McGraw-Hill advertisers.

Last year, McGraw-Hill began what we believe is one of the most significant reader studies in existence. It is called Reader Feedback, and one purpose is to answer the all-important question: *Does advertising make readers buy?*

By talking to the readers themselves, by eliciting their own verbatim statements concerning what they bought and why, Reader Feedback produces recorded proof of the vital fact that:

Advertising in McGraw-Hill publications sells products

The range of goods and services directly credited to advertising is enormous—ranging from small machine parts to control systems costing upwards of a million dollars.

For many years, there has been compelling evidence that advertising in McGraw-Hill publications paved the way for salesmen, laid the groundwork for successful selling. Now there is direct evidence that sales are not only primed by advertising, but actually brought to conclusion.

If you wish to learn more about the important findings of Reader Feedback, ask your McGraw-Hill representative to tell you the story.

"I don't know your company's reputation..."

This is the 60th year of our business.

We believe our reputation for sound business practice, for editorial excellence, for service to business and industry, is a good one.

Our policy for the future is this:

1. To constantly improve and develop the editorial quality and usefulness to the reader of all our publications.
2. To maintain circulation integrity with *paid* readership.
3. To provide advertisers with every service that helps them sell.
4. To continue and expand our service to all business and industry.

One last quotation from Nelson Bond:

". . . our reading audience includes most of the business and industrial leadership of the United States. We provide this audience with a vitally important service of education and communication, and we effectively influence literally thousands of business decisions every day. This is a heavy responsibility, as well as a challenge. The way in which we fulfill this responsibility must inevitably affect the functioning of the American economic system, for better or worse."

Automóvil Americano
Electrical Wholesaling
Chemical Week
Control Engineering
Electrical West
Construction Methods
American Machinist
Engineering and Mining Journal
The Mining Guidebook
International Management Digest
Coal Age
The American Automobile
Power
Factory
Construction Daily
Electrical Merchandising
Chemical Engineering
Engineering News-Record
Food Engineering
Metalworking Production
Product Engineering
electronics
Industrial Distribution
Purchasing Week
E&MJ Metal and Mineral Markets
Oilgram
Business Week
World
Petroleum Week
Aviation Week
Nucleonics
Ingeniería Internacional Industria
Fleet Owner
Containerization
Electrical World
Oil Centennial Issue
NPN
Construcción
Electrical Construction and Maintenance
Cost-Cutting Job Mechanization

"Now...what was it you wanted to sell?"

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 W. 42nd ST., NEW YORK 36, N. Y.

Newsprint Production, Consumption Sets Seven-Month Record

NEW YORK, Aug. 28—Newsprint consumption and production during the first seven months of 1959 hit an alltime high.

Two major contributing factors reportedly are responsible. Newspapers are publishing bigger issues and also are accumulating bigger backlogs of supply against possible strikes by longshoremen at the end of September and of the railroad brotherhoods later this year.

American Newspaper Publishers Assn. reported last week that consumption of newsprint by member newspapers during the first seven months of 1959 hit 3,016,836 tons, an increase of 7% over the like period of '58 and 1.4% over the first seven months of '57.

Publishers' stocks on hand at the end of July amounted to 625,840 tons, or 42 days supply, compared with 698,123 tons or 53 days supply at the end of July, '58.

■ Newsprint Service Bureau reported North American production in the first seven months of '59 amounted to 4,752,587 tons, which was 3.9% greater than in the comparable period of '58. North American mill stocks on July 31 aggregated 246,594 tons compared with 227,446 tons at the end of July, '58.

New contract demands by International Longshoremen's Assn. reportedly have been rejected by New York Shipping Assn., representing Atlantic and Gulf ports companies. The union contract expires Sept. 30.

On the Pacific Coast new labor contracts have been signed by the Pacific Maritime Assn. and the International Longshoremen's & Warehousemen's Assn. providing for $1,500,000 contribution by employers as "compensation for increased productivity resulting from automation" during the first year of a three-year contract. #

Kool-Aid Winter Carnival Contest Will Start Sept. 1

Starting Sept. 1 and ending Oct. 11, the Perkins division of General Foods Corp. will launch a Winter Carnival Contest for Kool-Aid. Promotion will be built around four national weekly contests. Contestants will choose their favorite Kool-Aid flavor and tell why they like it best in 15 words or less. A grand prize of a $5,000 all-expense trip to the Winter Olympics, Squaw Valley, Cal. (or $5,000 in cash), plus 300 second prizes, each a 1960 model 17-inch Motorola portable tv set, will be offered. Contest entries will be judged by Reuben H. Donnelley Corp.

Color ad [illegible] be used from Sept. 6 through [illegible] 4 in the Metro Group, *Puck—The Comic Weekly*, and in a group of independent Sunday comics supplements. In addition, the contest wll be featured on network tv, Sept. 1, on the "Mickey Mouse Adventure Time" show over ABC-network. Foote, Cone & Belding, Chicago, is the agency.

Fleischmann in Bourbon Push

Fleischmann Distilling Corp., New York, has launched a newspaper drive in New York for its Daviess County bourbon whisky. Sales of the brand have been confined largely to the South and Southwest for many years. Initial introduction in New York early this year was in newspapers. Increased advertising is now being used in metropolitan newspapers with two themes: "The Light-Hearted Bourbon for the Light-Hearted Crowd" and "The Light-Spirited Bourbon for the Light-Spirited Crowd." Compton Advertising is the agency.

C&W Names Three in L.A., Two in S.F.: Adds Ballet

Cunningham & Walsh has appointed John E. Halloran an account executive, Ben Worthing production manager and Norman E. Schmidtke an art director in its Los Angeles office. Mr. Halloren formerly was with Young & Rubicam, and Mr. Worthing and Mr. Schmidtke were with McCann-Erickson. C&W also has transferred Toby Sacher, a copywriter, from its New York to San Francisco office and shifted William Cain from its San Francisco creative staff to an account executive post on the Pabco division of Fibreboard Paper Products Corp. and Eitel-McCullough.

C&W, San Francisco, has been named to handle advertising and public relations for the San Francisco Ballet Co.

Three Maclean Magazines to Start Split-run in November

Three magazines published by Maclean-Hunter Publishing Co., Toronto, will begin split-run facilities with their November issues. The magazines are *Canadian Homes & Gardens, Chatelaine,* and *Maclean's Magazine*. Under the new plan, copy may be split in any one of three different combinations: Between eastern Canada and western Canada; between Ontario-Quebec and the rest of Canada, and between Ontario only and the rest of Canada.

Starcross Productions Bows

William Froug has resigned from Goodson-Todman to join James Moser in the formation of a Hollywood film production company to be known as Starcross Productions. Mr. Froug was formerly producer of the "Phillip Marlowe" series; Mr. Moser was co-producer and owner of the "Medic" series, and the original writer for "Dragnet."

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4

YOUR NAME

Best Basic Buy

IN WEST VIRGINIA IS

THE CHARLESTON NEWSPAPERS

CHARLESTON'S newspapers, published at West Virginia's State and Industrial Capital, are ideally situated by geography and coverage to sell the heart and core of West Virginia.

That's why we say they are the "Best Basic Buy" for any advertiser who seeks to sell his goods or services to West Virginians.

Geographically, with Charleston located in south central West Virginia, virtually every merchandisable copy of The Gazette and Daily Mail reaches a West Virginia consumer.

Politically, with Charleston the State Capital, these two newspapers are looked upon as the greatest opinion-forming pair within the State. Readership is virtually a must for anyone wishing to help shape the state's affairs.

Industrially, with Charleston's Kanawha Valley one long succession of plants — chemicals, glass, power, coal and gas — there is a large, steady and constantly growing payroll.

And distribution-wise, Charleston sells and serves most of the everyday needs of the south central half of the state's population. The city also is the banking and executive headquarters for an enormous share of West Virginia's business.

Now, for the Media to cover this — West Virginia's No. 1 Market.

Surprising Facts About Charleston

MEDIA RECORDS, Feb., 1959, ranked **The Charleston Gazette** 46th in the nation among morning newspapers in volume of general advertising carried. Newspapers **The Gazette** led: Chicago **Sun Times**, Seattle **Post Intelligencer**, Buffalo **Courier Express**, Toledo **Times**, Kansas City **Times**, Nashville **Tennessean**, Milwaukee **Sentinel**.

U. S. News and World Report (Feb. '59) in its survey of business conditions listed average worker's incomes. Only 20 cities had workers earning more than $5,000 annually. Charleston topped the list of Eastern cities with $5,709, leading Pittsburgh, Wheeling, Wilmington. Other cities outstripped: Dayton, Cleveland, Tulsa, Spokane, San Francisco, Phoenix. The same survey last year showed Charleston topping the East.

Charleston is in the American Association Baseball League with Minneapolis, St. Paul, Indianapolis, Denver, Louisville, Omaha and Wichita. Although much the smallest city in the league, Charleston has ranked this way in **total attendance:** 1952 2d, 1953 3d, 1954 5th, 1955 8th, 1956 5th, 1957 8th, 1958 2d.

The Charleston Newspapers offer near-saturation coverage in wealthy, populous Charleston and Kanawha County. They have deep penetration in 22 other counties embracing upwards of 100 smaller cities and towns.

THESE areas get their papers seven days a week and the printed word awaits the reader's convenience to get the message.

Contrast this with Broadcast media. Charleston is a terrific battle ground with the logs of 9 TV stations listed as seen in some areas of our coverage. The 23 county area has 18 radio stations. All vie strenuously for audiences. Only the topmost show or program gets a fractional viewing or hearing.

Among the national magazines the top one reaches only 12% Family Coverage in Kanawha County. Even this inadequate depth grows more shallow as circulation moves toward the outlying areas.

So why gamble on electronic media with all its confusion in sight and sound? Why depend on thin national magazine circulation when the area is covered to remarkable depth by newspapers that have earned the respect and confidence of more than half the entire population of West Virginia.

Why not take Charleston's newspapers for what they are—the Best Basic Buy in West Virginia. Make them the backbone of your sales effort in this large and responsive market.

Largest Circulation – Lowest Milline in West Virginia

The Charleston Gazette Charleston Daily Mail
Sunday GAZETTE-MAIL *Charleston 30, W. Va.*
PUBLISHERS: NEWSPAPER AGENCY CORP. — REPRESENTATIVES: JOHNSON, KENT, GAVIN & SINDING, INC.

West Virginia's No. 1 Market

Milk Carton Advertising News

THE NATIONAL HOUSEHOLD MEDIUM

MILK CARTON ADVERTISING CORPORATION OF AMERICA EXECUTIVE OFFICE: 460 Pierce, Birmingham, Michigan • Midwest 6-9777 • Cable address: MCACA Detroit
New York office: 130 E. 56th Street, New York 22, New York • Plaza 5-9326

OPENING INSTRUCTIONS
FRESH MILK
HALF GALLON
milk
milk
EX-CELL-O CORPORATION

Can you think of a better way to bring your product message to Mother?

Designed for Direct Communication with the Housewife

'Advertising Age' Presents Marketing Profiles of the 100 Largest National Advertisers

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For the fourth consecutive year Advertising Age offers here a unique collection of facts about the marketing operations of the nation's advertising giants—what they spend on advertising, how they're doing in sales and profits, how their leading product lines and brands rank nationally, what share of the market they capture—and many other vital details.

Those details include listings of each company's sales and advertising executives, the agency line-up and a rundown of account executives serving the various products and divisions. Much of the material has never been published before, including estimates of total advertising and promotional expenditures for the 100 advertisers covered, and sales figures for various privately owned companies on the list.

This feature is one of the most extensive and most difficult to prepare in the entire year for Advertising Age. It is continuing by popular demand, to uncover vital information about the nation's leading advertisers and to fill the need for a guide and reference source in the year ahead.

Adell Chemical Co.

Adell Chemical Co., Holyoke, Mass., the 88th largest national advertiser, invested $8,331,470 in advertising in 1958 (nearly all of it in spot tv), compared with about $4,000,000 in 1957.

For 1959 the budget is running around the $13,500,000 mark. All the advertising is done for Adell's wholly owned subsidiary, Lestoil Inc. This is the first time Adell has made ADVERTISING AGE's annual list of 100 leading national advertisers.

Sales spurted from $250,000 in 1950 to $31,000,000 in 1958 and are now running at the rate of $38,000,000. Net after taxes is not revealed since this is not a public corporation. Adell is owned by the Jacob L. Barowsky family; Mr. Barowsky, president, named the company after his wife, Adeline.

■ Lestoil, an all-purpose liquid detergent, is one of television's most fabulous success stories. Mr. Barowsky began to bottle it in his kitchen in 1933 and sold it industrially. But he got no place in a pitch for housewives' business despite newspaper ads, 10-cents-off offers and heavy sampling.

Where AA Got Its Data

The data on "measured media expenditures" in this report on the nation's 100 leading national advertisers comes from various statistical services and associations. These include the Bureau of Advertising, Publishers' Information Bureau, American Newspaper Publishers Assn., Farm Publication Reports, Outdoor Advertising Inc. and Associated Business Publications. All estimated expenditures are ADVERTISING AGE estimates.

Then in 1954 he turned to television for one last try at the home trade. To make the $60,000 test budget go as far as possible, he bought run-of-schedule spots on stations in the Holyoke area. Each station was saturated with the "It's so easy when you use Lestoil" jingle. The results were so favorable that a tv expansion program was started on a market-by-market basis. Sometimes the advertising broke before Lestoil was in distribution in the new territories. This technique proved to be very effective at helping to steam roller distribution of the new product.

By 1958 Lestoil was moving off the shelves at the rate of 60,000,000 units a year; this year the pace was stepped up to 100,000,000 units annually. This despite the fact that distribution is still not national. The product is available on a consumer basis in northeast U. S. as far west as Minnesota and Iowa; south to Missouri and east to North Carolina. It is also on sale in Florida, East Canada, Bermuda and Puerto Rico.

■ Lestoil dominates the all-purpose detergent market in its territory. Snapping at its heels are a raft of Johnny-come-lately competitors, most of which have copied its "good for cleaning everything" sales approach and the tv saturation, run-of-station technique. One of the most potent competitors in the South is Texize; others in the race are the big three soap companies' entrants. P&G's Mr. Clean is hitting particularly hard.

In June Adell introduced its second consumer product, Lestare, a dry bleach in a water-soluble premeasured packet. The friendly territory of Holyoke and Springfield was selected for the initial marketing invasion. At this writing there is no advertising for Lestare. The company is going slow on distribution for this new product which is packaged in a soluble film. There will be no major marketing push until the company is convinced that the product is 100% ready.

■ Adell Chemical is so fond of tv that Lestoil was given the biggest television budget of any single product in 1958, but Mr. Barowsky early in 1959 warned that some stations might be pricing themselves right out of the Lestoil picture. The company pulled out of tv in Buffalo completely when the stations there increased the rates for its type of buy. Buffalo is now covered with newspaper ads. Stations in other cities have been dropped in a dispute over prices. In most of its territory, however, Lestoil continues to sell hard on every video station in each market.

ADVERTISING EXPENDITURES*

	1958	1957
Newspapers	$ 100,500	$ ——
Business Publications	28,820	——
Spot Television	7,664,350	4,109,800
Outdoor	1,000	——
Point of Sale	20,000	——
Television Talent, Production	45,000	——
Direct Mail	6,000	——
Merchandising Material	20,000	——
Co-op Appropriations	445,800	——
Estimated Total Expenditure	8,331,470	4,109,800

*The only measured media for Adell Chemical Co. in 1958 was $12,339,090 listed as the company's spot television expenditure by the Television Bureau of Advertising and $35,792 listed for newspapers by the American Newspaper Publishers Assn. TvB's figures for spot television are gross figures, and do not allow for discounts. Normally, these figures, although they do not allow for discounts, are reasonably accurate. But Adell is a notable exception. It virtually stands alone among the 100 leading national advertisers in that nearly all of its substantial advertising expenditure went into spot tv. This unique concentration makes the discount so important, that the TvB spot television figure for Adell is greatly inflated. For that reason, Advertising Age has made an exception here and lists the company's breakdown of advertising expenditures, rather than the "measured" (which here would be the distorted $12,339,090 spot tv total) and "unmeasured" totals. For all other companies among the 100 leaders, where the company offers figures disagreeing with the measured totals, AA publishes both sets of figures.

MARKETING PERSONNEL

I. L. Eskenasy, exec vp
Sy Keller, merchandising manager

Sales

William Massey, sales manager
Abe Nathanson, general sales supervisor
Martin Davis, industrial manager
Dave Shavell, district manager, New York City
Joseph O'Donnell, district manager, Philadelphia
Jim Napier, district manager, Louisville
Ben Mandell, district manager, Detroit
Dan Becker, district manager, Baltimore
Ted Dekker, district manager, Indianapolis

Advertising*

Aaron L. Kingsberg, president, Jackson Associates
Don Heath, executive director
Mrs. Eleanor Miller, account executive
Charles Ognibene, production manager
Rene Reyes, media director
Alan Mintz, creative director

*Adell lists no ad executives on the company staff. All these names are from Jackson Associates, the house agency.

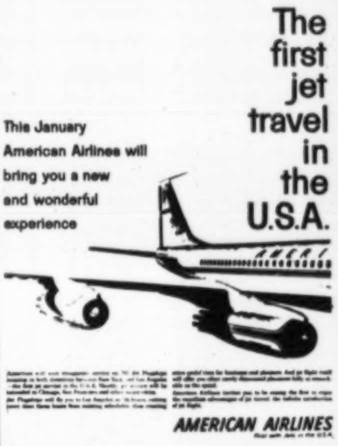
ADVERTISING AGENCY

Jackson Associates, Holyoke—Lestoil and Lestare—Don Heath, executive director, and Mrs. Eleanor Miller, account executive.

TV SUCCESS STORY—*A leading tv success story in 1958 was that of Adell Chemical's Lestoil, backed by $7,664,350 in spot tv as sales rose to $31,000,000 and the product dominated the all-purpose detergent market. Commercials stress ordinary people in every day cleaning situations with the jingle, "It's so easy when you use Lestoil." Jackson Associates, Holyoke, Mass., is the agency.*

Aluminum Co. of America

Aluminum Co. of America, Pittsburgh, the 70th largest advertiser, spent about $11,000,000 in advertising, sales promotion, literature, exhibits and motion pictures during 1958, including $5,823,616 in measured media. This is approximately 10% more than was spent by Alcoa in 1957, when its investment in measured media ran to $6,005,088.


This January American Airlines will bring you a new and wonderful experience
The first jet travel in the U.S.A.
AMERICAN AIRLINES

NEW—*American Airlines hiked its newspaper advertising 20% with pages like this, and increased other advertising in late '58, largely to herald new coast-to-coast jet service.*

Alcoa produced 520,000 tons of primary aluminum in 1958, compared with 712,000 tons in 1957. Gross revenues were $758,143,787, down somewhat from the $875,461,218 gross in 1957. Net income was $42,885,230 in 1958, compared with $75,568,461 in 1957.

■ In 1958, Alcoa's sales and earnings were affected by the general business downturn. Although an upward trend in aluminum consumption was noticeable over the course of the year, the company's smelters and fabricating facilities operated well below capacity. "In the aluminum industry throughout the world surplus productive capacity has been a significant problem. Intense competition, particularly in the area of prices, prevailed throughout the year," the company says in its annual report.

Because of the continued downturn, the company has further delayed some parts of the $600,000,000 expansion program it had announced in 1956.

■ The company has continued to develop new uses for aluminum to stimulate expansion in the market. A recent promising architectural development was the trend toward aluminum in residential construction, keynoted by the announcement of a complete line of manufactured aluminum dwellings by National Homes Corp. The new houses were inspired by Alcoa's widely publicized "Care-free Home" described last year and was designed through cooperative research and engineering by Alcoa and National Homes Corp. These homes are known as the Viking line. The three models utilize between 1,400 and 3,000 pounds of aluminum per house.

As in the past, Alcoa aluminum had a significant part in expanding markets for containers and packaging. Foil containers are becoming increasingly popular, and

Total Ad Expenditures of 100 Leaders, Ranked by Dollars Spent

Covering 1958 and 1957 Expenditures in Both Measured and Unmeasured Media

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Rank	Advertiser	Estimated Total Expenditures 1958	Estimated Total Expenditures 1957	% of Sales 1958
1	General Motors Corp.	137,500,000	144,526,000	1.5
2	Procter & Gamble	115,900,000	110,000,000	8.9
3	General Foods Corp.	96,000,000	87,000,000	9.1
4	Lever Bros. Co.	88,000,000	80,000,000	23.0
5	Ford Motor Co.	87,900,000	103,500,000	2.1
6	Colgate-Palmolive Co.	68,000,000	64,000,000	25.1
7	General Electric Co.	66,101,920	72,949,717	1.6
8	American Home Products	60,000,000	45,000,000	16.0
9	Chrysler Corp.	58,754,000	72,300,000	2.7
10	R. J. Reynolds Tobacco Co.	44,000,000	32,000,000	3.8
11	American Tobacco Co.	42,000,000	32,000,000	3.8
12	National Dairy Products Corp.	38,500,000	38,600,000	2.7
13	Westinghouse Electric Corp.	37,000,000	36,000,000	2.0
14	Distillers Corp.-Seagrams Ltd.	34,000,000	32,000,000	4.8
15	General Mills	33,206,000	25,548,000	6.1
16	Bristol-Myers Co.	31,000,000	25,000,000	27.2
17	Radio Corp. of America	30,605,000	32,807,000	2.6
18	E. I. du Pont de Nemours & Co.	30,591,000	24,765,690	1.7
19	Eastman Kodak Co.	30,000,000	22,775,000	3.6
20	Schenley Industries Inc.	29,823,300	31,000,000	6.0
21	Gillette Co.	29,500,000	30,500,000	15.2
22	Warner-Lambert Pharmaceutical Co.	28,670,000	28,000,000	16.2
23	P. Lorillard Co.	28,000,000	21,500,000	5.8
24	Liggett & Myers Tobacco Co.	27,000,000	25,000,000	4.9
25	Sterling Drug Inc.	25,000,000	23,000,000	12.6
26	Brown & Williamson Tobacco Corp.	24,752,644	27,000,000	5.7
27	Standard Brands Inc.	24,140,291	19,000,000	4.6
28	American Telephone & Telegraph Co.	24,000,000	25,000,000	0.4
28	Kellogg Co.	24,000,000	18,000,000	10.9
30	Borden Co.	23,500,000	24,500,000	2.6
31	Philip Morris Inc.	23,000,000	20,000,000	5.2
31	Standard Oil Co. (New Jersey)	23,000,000	21,000,000	0.3
33	Campbell Soup Co.	22,000,000	20,000,000	4.4
33	Corn Products Co.	22,000,000	20,800,000	4.7
35	Goodyear Tire & Rubber Co.	21,872,000	22,770,000	1.6
36	Coca-Cola Co.	21,500,000	22,455,500	7.0
37	National Biscuit Co.	21,013,565	21,000,000	5.1
38	National Distillers & Chemical Corp.	20,170,158	19,280,000	3.8
39	Sperry Rand Corp.	19,770,000	16,492,000	2.0
40	Revlon Inc.	19,000,000	17,000,000	17.2
40	Standard Oil Co. (Indiana)	19,000,000	18,000,000	1.0
42	Pillsbury Co.	18,500,000	16,000,000	5.1
43	Texaco Inc.	18,186,095	17,854,672	0.8
44	American Cyanamid Co.	17,500,000	17,000,000	3.3
44	Miles Laboratories Inc.	17,500,000	16,500,000	27.9
46	Quaker Oats Co.	17,229,894	16,000,000	5.5
47	Shell Oil Co.	16,241,136	14,910,600	1.0
48	Armour & Co.	16,200,000	16,000,000	0.9
49	Anheuser-Busch Inc.	16,000,000	15,000,000	4.8
50	Hiram Walker-Gooderham & Worts	15,500,000	15,000,000	4.0
51	Continental Baking Co.	15,489,887	15,602,175	4.7
52	Union Carbide Corp.	15,270,000	17,000,000	1.2
53	Swift & Co.	15,000,000	20,000,000	0.6
54	Firestone Tire & Rubber Co.	14,733,000	15,633,000	1.4
55	Stanley Warner Corp.	14,500,000	12,000,000	12.8
56	S. C. Johnson & Son	14,300,000	12,500,000	17.9
57	Pepsi-Cola Co.	13,723,000	13,028,000	14.0
58	Jos. Schlitz Brewing Co.	13,350,000	15,500,000	5.3
59	Pharmaceuticals Inc.	13,050,000	12,000,000	35.8
60	Carter Products Inc.	13,000,000	13,500,000	27.0
60	Johnson & Johnson	13,000,000	16,990,900	4.9
62	Carnation Co.	12,400,000	11,000,000	3.3
63	Gulf Oil Corp.	12,150,000	12,100,000	0.4
64	Mobil Oil Co.	11,746,000	12,600,000	0.4
65	B. F. Goodrich Co.	11,500,000	11,000,000	1.6
66	American Motors Corp.	11,200,000	10,000,000	2.4
67	U. S. Rubber Co.	11,000,000	10,500,000	1.3
68	U. S. Steel Corp.	10,856,870	9,841,300	0.3
69	Falstaff Brewing Corp.	10,700,000	10,500,000	7.5
70	Aluminum Co. of America	10,000,000	10,000,000	1.3
70	Chesebrough-Pond's Inc.	10,000,000	10,000,000	16.8
70	General Telephone & Electronics Corp.*	10,000,000	10,000,000	3.0
70	Ralston Purina Co.	10,000,000	10,000,000	2.0
70	Vick Chemical Co.	10,000,000	8,000,000	9.3
75	Beech-Nut Life Savers Inc.	9,800,000	8,000,000	8.5
75	Kimberly-Clark Corp	9,800,000	7,200,000	2.7
77	Prudential Insurance Co.	9,712,762	8,064,725	**
78	United Merchants & Manufacturers	9,500,000	9,697,700	2.3
79	Liebmann Breweries	9,332,000	8,253,115	9.3
80	Sun Oil Co.	9,138,000	6,742,000	1.3
81	Nestle Co.	9,066,200	11,000,000	5.8
82	Helene Curtis Industries	9,000,000	11,000,000	19.0
82	Pabst Brewing Co.	9,000,000	8,000,000	6.4
82	Pan American World Airways	9,000,000	8,000,000	2.9
82	Wm. Wrigley Jr. Co.	9,000,000	9,000,000	9.9
86	Scott Paper Co.	8,800,000	11,284,825	3.1
87	H. J. Heinz Co.	8,500,000	9,500,000	2.7
88	Adell Chemical Co.	8,331,470	4,000,000	26.9
89	Armstrong Cork Co.	8,000,000	7,000,000	3.2
90	Seven-Up Co.	7,848,050	6,796,930	52.3
91	Canadian Breweries Ltd.	7,177,847	6,307,726	4.0
92	American Chicle Co.	6,750,000	7,000,000	10.5
93	Simoniz Co.	6,740,000	5,550,000	33.7
94	Heublein, Inc.	6,615,874	6,132,237	7.5
95	American Airlines	6,500,000	5,000,000	2.0
95	Theo. Hamm Brewing Co.	6,500,000	5,743,365	8.7
97	R. T. French Co.	6,250,000	5,000,000	10.7
98	Norwich Pharmacal Co.	6,077,413	5,409,679	16.4
99	Wesson Oil & Snowdrift Co.	6,000,000	8,000,000	3.7
100	Texize Chemicals Inc.	5,000,000	900,000	48.8

*New company resulting from merger last March. Figures here are for Sylvania Products only (merged with General Telephone Corp.) since merger was in 1959.

**Less than 0.1%.

use of aluminum for this application continues to grow.

■ Another consumer activity by Alcoa pushing products of manufacturers who use its aluminum was the Market Maker promotion, designed to support the retail sale of sporting goods, boats, cooking utensils, furniture, hardware and Christmas gifts. The promotion utilized both Alcoa tv shows —"Alcoa Theater" on NBC and "Alcoa Presents" on ABC—network and spot radio and tv were also used extensively.

Alcoa Wrap, the company's leading consumer product, was supported by a series of promotions built around aluminum foil inserts in newspapers, plus strong magazine and television support, to help create increased acceptance for Alcoa Wrap in consumer markets.

■ 1958 also marked the third year of Alcoa's corporate advertising and promotional program geared to the theme "Forecast—There is a world of aluminum in the wonderful world of tomorrow." This program aims to stimulate the use of aluminum by designers in all fields. Leading designers have been commissioned by Alcoa to create new applications for the light metal.

Such promotional effort during 1958 helped Alcoa stay on top of the aluminum market, which it has dominated in this country for years in the face of increasing competition. Alcoa's share of smelting capacity at the end of 1958 was 36.4%. Reynolds was second with 27.4%; Kaiser third with 24.5%; Ormet Inc. fourth at 6.6%; Anaconda fifth with 2.7%, and Harvey sixth with 2.4%.

■ At one time Alcoa was the sole producer of primary aluminum in this country. In 1888 the company launched itself into the aluminum business with a process which broke through aluminum's price barrier. Alcoa, then known as Pittsburgh Reduction Co., was able to produce aluminum at $2 a pound, considerably lower than the $6 a pound it had cost to produce the metal up to that time.

Beginning as a primary producer of aluminum, Alcoa soon found it necessary to become a producer of fabricated products and in some instances end products as well, since most manufacturers showed little or no interest in using the new metal for their products.

For example, Alcoa became a producer of cooking utensils in attempting to convince manufacturers of aluminum's suitability for their products. In another pioneering effort Alcoa had to build its own mill for the initial manufacture of aluminum wire.

■ Over the years, markets for aluminum have grown rapidly. Today, building construction, transportation, electrical applications and consumer durables are the top markets for aluminum. The metal has also become established in many other markets as well. Typical of growing markets for aluminum are machinery and equipment, containers and packaging and the missile industry.

Alcoa also reaches the consumer through Wear-Ever Aluminum Inc., New Kensington, Pa., a wholly owned subsidiary which sells Wear-Ever aluminum cooking utensils, Kensington giftware, Cutco cutlery, Westmorland sterling and Alcoa Wrap.

■ In September, 1955, Alcoa and Ekco Products Co. formed Ekco-Alcoa Containers Corp. to make and market foil containers. It has a plant in Wheeling, Ill., and serves baking, frozen foods, dairy and other industries.

Over-all advertising expenditure figures below include those of both the parent company and Wear-Ever Aluminum.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 980,553	$ 972,623
Magazines	1,748,805	2,065,796
Farm Publications	67,391	213 296
Business Publications	1,100,000	589,700
Network Television	1,531,362	2,070,723
Spot Television	345,910	92,950
Outdoor	49,595	—
Total Measured	$ 5,823,616	$ 6,005,088
Total Unmeasured	5,176,384	2,795,923
Total Expenditure	$11,000,000	$10,000,000

PARENT COMPANY

MARKETING PERSONNEL

Sales

Ralph V. Davies, vp in charge of sales
L. P. Favorite, vp in charge of product sales and commercial research
R. B. McKee, vp in charge of direct selling and distribution
F. J. Close, vp in charge of sales development and industry sales.

Advertising

Arthur P. Hall, vp in charge of public relations and advertising
Torrence M. Hunt, advertising manager
Jay M. Sharp, advertising promotion manager
Darrell O. Albrecht, advertising program manager
R. L. Hoy, motion picture and exhibit manager
J. J. Maloney, advertising production manager

ADVERTISING AGENCIES

Fuller & Smith & Ross, Pittsburgh and New York—"Alcoa Theater" & "Alcoa Presents" tv shows, customer support promotion and special events, Alcoa label promotion export program 34 industrial advertising programs—John J. Poister, account executive group head.

Ketchum, MacLeod & Grove, Pittsburgh —Alcoa Wrap, household and industrial packaging materials, seven industrial advertising programs, corporate advertising —Ed Parrack, Donald Ratchford, group heads.

WEAR EVER ALUMINUM CO.

New Kensington, Pa.

MARKETING PERSONNEL

B. E. Hiles, vp, sales
M. G. Armentrout, treasurer and advertising director
W. P. Benghauser, advertising manager

ADVERTISING AGENCIES

Fuller & Smith & Ross, Pittsburgh cooking utensils; Ketchum, MacLeod & Grove, Pittsburgh—Alcoa Wrap—Kensington ware Westmorland sterling.

ALCOA STEAMSHIP CO.

New York

MARKETING PERSONNEL

Paul E. Knapp—Public relations and advertising manager

ADVERTISING AGENCY

Fuller & Smith & Ross, New York.

ROME CABLE CO.

Rome, N. Y.

MARKETING PERSONNEL

Robert A. Lewis, advertising manager

ADVERTISING AGENCY

Rumrill Co., Rochester, N. Y.

American Airlines

American Airlines Inc., New York, was the nation's 95th largest advertiser in 1958 with an expenditure of $6,500,000. Of this $5,625,000 was in measured media. In 1957, when the company was not one of the 100 leaders, expenditures totaled $5,000,000, of which $3,630,000 was in measured media.

American, the nation's leading domestic air carrier, chalked up sales of $317,240,000 in 1958, a 3.7% gain over 1957 revenues of $305,956,000. Earnings after taxes advanced 47.7%, from $10,886,000 to $16,080,000.

In the first half of 1959, sales and earnings continued to rise. Volume totaled $166,906,000 and net income $8,827,000. The comparable figures for the 1958 period were $153,841,000 and $7,202,000.

■ American carried fewer passengers in 1958 than in 1957—7,809,000 against 8,115,000. It ranked second to Eastern in number of passengers carried and second to United in number of passenger miles flown. Toward the end of the year it carried its 75,000,000th passenger.

It also continued as the leading air freight carrier. Cargo volume increased 8% in 1958 to a total of 124,434,000 ton miles.

American's load factor (proportion of seats sold)—the highest in the industry—increased in 1958 from 64.9% to 65.6%.

■ Advertising expenditures were stepped up substantially at the end of the year to herald the inauguration of coast-to-coast jet service in January, 1959. This was the largest single campaign ever undertaken by American. To announce its Boeing 707 equipment, American used four-color spreads in national magazines, full pages in newspapers and direct mailing of four-color brochures.

As a result, American's magazine advertising nearly doubled in 1958. Newspaper advertising increased by 20%.

■ The jet promotion continued into 1959. American expects to have an all-jet fleet of 110 planes by 1962. By July 15, 1959, American had in service 32 jet-powered aircraft—16 Boeing 707s and 16 Lockheed Electras. The airline has

Total Ad Expenditures of 100 Leaders, Ranked Alphabetically

Covering 1958 and 1957 Expenditures in Both Measured and Unmeasured Media

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Rank	Advertiser	Estimated Total Expenditures 1958	Estimated Total Expenditures 1957	% of Sales 1958
88	Adell Chemical Co.	8,331,470	4,000,000	26.9
70	Aluminum Co. of America	10,000,000	10,000,000	1.3
95	American Airlines	6,500,000	5,000,000	2.0
92	American Chicle Co.	6,750,000	7,000,000	10.5
44	American Cyanamid Co.	17,500,000	17,000,000	3.3
8	American Home Products	60,000,000	45,000,000	16.0
66	American Motors Corp.	11,200,000	10,000,000	2.4
28	American Telephone & Telegraph Co.	24,000,000	25,000,000	0.4
11	American Tobacco Co.	42,000,000	32,000,000	3.8
49	Anheuser-Busch Inc.	16,000,000	15,000,000	4.8
48	Armour & Co.	16,200,000	16,000,000	0.9
89	Armstrong Cork Co.	8,000,000	7,000,000	3.2
75	Beech-Nut Life Savers Inc.	9,800,000	8,000,000	8.5
30	Borden Co.	23,500,000	24,500,000	2.6
16	Bristol-Myers Co.	31,000,000	25,000,000	27.2
26	Brown & Williamson Tobacco Corp.	24,752,644	27,000,000	5.7
33	Campbell Soup Co.	22,000,000	20,000,000	4.4
91	Canadian Breweries Ltd.	7,177,847	6,307,726	4.0
62	Carnation Co.	12,400,000	11,000,000	3.3
60	Carter Products Inc.	13,000,000	13,500,000	27.0
70	Chesebrough-Pond's Inc.	10,000,000	10,000,000	16.8
9	Chrysler Corp.	58,754,000	72,300,000	2.7
36	Coca-Cola Co.	21,500,000	22,455,500	7.0
6	Colgate-Palmolive Co.	68,000,000	64,000,000	25.1
51	Continental Baking Co.	15,489,887	15,602,175	4.7
33	Corn Products Co.	22,000,000	20,800,000	4.7
82	Helene Curtis Industries	9,000,000	11,000,000	19.0
14	Distillers Corp.-Seagrams Ltd.	34,000,000	32,000,000	4.8
18	E. I. du Pont de Nemours & Co.	30,591,000	24,765,690	1.7
19	Eastman Kodak Co.	30,000,000	22,775,000	3.6
69	Falstaff Brewing Corp.	10,700,000	10,500,000	7.5
54	Firestone Tire & Rubber Co.	14,733,000	15,633,000	1.4
5	Ford Motor Co.	87,900,000	103,500,000	2.1
97	R. T. French Co.	6,250,000	5,000,000	10.7
7	General Electric Co.	66,101,920	72,949,717	1.6
3	General Foods Corp.	96,000,000	87,000,000	9.1
15	General Mills	33,206,000	25,548,000	6.1
1	General Motors Corp.	137,500,000	144,526,000	1.5
70	General Telephone & Electronics Corp.*	10,000,000	10,000,000	3.0
21	Gillette Co.	29,500,000	30,500,000	15.2
65	B. F. Goodrich Co.	11,500,000	11,000,000	1.6
35	Goodyear Tire & Rubber Co.	21,872,000	22,770,000	1.6
63	Gulf Oil Corp.	12,150,000	12,100,000	0.4
95	Theo. Hamm Brewing Co.	6,500,000	5,743,365	8.7
87	H. J. Heinz Co.	8,500,000	9,500,000	2.7
94	Heublein, Inc.	6,615,874	6,132,237	7.5
60	Johnson & Johnson	13,000,000	16,990,900	4.9
56	S. C. Johnson & Son	14,300,000	12,500,000	17.9
28	Kellogg Co.	24,000,000	18,000,000	10.9
75	Kimberly-Clark Corp.	9,800,000	7,200,000	2.7
4	Lever Bros. Co.	88,000,000	80,000,000	23.0
79	Liebmann Breweries	9,332,000	8,253,115	9.3
24	Liggett & Myers Tobacco Co.	27,000,000	25,000,000	4.9
23	P. Lorillard Co.	28,000,000	21,500,000	5.8
44	Miles Laboratories Inc.	17,500,000	16,500,000	27.9
64	Mobil Oil Co.	11,746,000	12,600,000	0.4
31	Philip Morris Inc.	23,000,000	20,000,000	5.2
37	National Biscuit Co.	21,013,565	21,000,000	5.1
12	National Dairy Products Corp.	38,500,000	38,600,000	2.7
38	National Distillers & Chemical Corp.	20,170,158	19,280,000	3.8
81	Nestle Co.	9,066,200	11,000,000	5.8
98	Norwich Pharmacal Co.	6,077,413	5,409,679	16.4
82	Pabst Brewing Co.	9,000,000	8,000,000	6.4
82	Pan American World Airways	9,000,000	8,000,000	2.9
57	Pepsi-Cola Co.	13,723,000	13,028,000	14.0
59	Pharmaceuticals Inc.	13,050,000	12,000,000	35.8
42	Pillsbury Co.	18,500,000	16,000,000	5.1
2	Procter & Gamble	115,900,000	110,000,000	8.9
77	Prudential Insurance Co.	9,712,762	8,064,725	**
46	Quaker Oats Co.	17,229,894	16,000,000	5.5
17	Radio Corp. of America	30,605,000	32,807,000	2.6
70	Ralston Purina Co.	10,000,000	10,000,000	2.0
40	Revlon Inc.	19,000,000	17,000,000	17.2
10	R. J. Reynolds Tobacco Co.	44,000,000	32,000,000	3.8
20	Schenley Industries Inc.	29,823,300	31,000,000	6.0
58	Jos. Schlitz Brewing Co.	13,350,000	15,500,000	5.3
86	Scott Paper Co.	8,800,000	11,284,825	3.1
90	Seven-Up Co.	7,848,050	6,796,930	52.3
47	Shell Oil Co.	16,241,136	14,910,600	1.0
93	Simoniz Co.	6,740,000	5,550,000	33.7
39	Sperry Rand Corp.	19,770,000	16,492,000	2.0
27	Standard Brands Inc.	24,140,291	19,000,000	4.6
40	Standard Oil Co. (Indiana)	19,000,000	18,000,000	1.0
31	Standard Oil Co. (New Jersey)	23,000,000	21,000,000	0.3
25	Sterling Drug Inc.	25,000,000	23,000,000	12.6
80	Sun Oil Co.	9,138,000	6,742,000	1.3
53	Swift & Co.	15,000,000	20,000,000	0.6
43	Texaco Inc.	18,186,095	17,854,672	0.8
100	Texize Chemicals Inc.	5,000,000	900,000	48.8
52	Union Carbide Corp.	15,270,000	17,000,000	1.2
78	United Merchants & Manufacturers	9,500,000	9,697,700	2.3
67	U. S. Rubber Co.	11,000,000	10,500,000	1.3
68	U. S. Steel Corp.	10,856,870	9,841,300	0.3
70	Vick Chemical Co.	10,000,000	8,000,000	9.3
50	Hiram Walker-Gooderham & Worts	15,500,000	15,000,000	4.0
55	Stanley Warner Corp.	14,500,000	12,000,000	12.8
22	Warner-Lambert Pharmaceutical Co.	28,670,000	28,000,000	16.2
99	Wesson Oil & Snowdrift Co.	6,000,000	8,000,000	3.7
13	Westinghouse Electric Corp.	37,000,000	36,000,000	2.0
82	Wm. Wrigley Jr. Co.	9,000,000	9,000,000	9.9

*New company resulting from merger last March. Figures here are for Sylvania Products only (merged with General Telephone Corp.) since merger was in 1959.

**Less than 0.1%.

jet service to and from 11 cities—New York, Los Angeles, San Francisco, Washington, Boston, Baltimore, Chicago, Dallas, St. Louis, Tulsa and Detroit.

■ Other major promotions of 1958 were:

- A Detroit campaign announcing the transfer of operations from Willow Run airport to New Metropolitan airport, 14 miles closer to the city.
- Inauguration of the deluxe "Captain's Flagship" service to Chicago and Detroit.
- Introduction of the "Paul Bunyan Box" for freight shippers—this is an all-aluminum, wheel-borne box "speeding airport handling and aircraft loading" and "offering far greater protection from damage, pilferage and weather."

American continued in 1958 to be a leading user of radio with renewal of its "Music 'til Dawn" disc jockey shows over nine stations across the country. This program, worked out with CBS in 1953, represents a $1,000,000 investment.

■ A major organizational change took place in 1958 with the return of Charles A. Rheinstrom as exec vp of sales. Mr. Rheinstrom worked for American for 18 years before leaving in 1946 to become a consultant. He subsequently joined J. Walter Thompson Co., where he rose to one of the top vp posts in the agency. Walter H. Johnson Jr., formerly vp for passenger sales, left to join Capital Airlines.

Following Mr. Rheinstrom's return to the company, John E. Brady, formerly senior account executive at Donahue & Coe, joined the airline as advertising director. He succeeded Shepard Spink.

■ Another consequence of Mr. Rheinstrom's return was the selection of a new advertising agency—American's second in 20 years. Lennen & Newell, which succeeded Ruthrauff & Ryan in 1955, was given its termination notice in March of this year. After interviewing a dozen agencies, Messrs. Rheinstrom and Brady announced the appointment of Young & Rubicam to handle the airline's advertising, effective June 1.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,964,000	$ 2,498,000
Magazines	1,476,000	877,000
Business Publications	115,000	175,000
Outdoor	70,000	80,000
Spot Radio	1,000,000	——
Total Measured	$ 5,625,000	$ 3,630,000
Total Unmeasured	875,000	1,370,000
Estimated Total Expenditure	$ 6,500,000	$ 5,000,000

MARKETING PERSONNEL

Charles A. Rheinstrom, exec vp, sales

Sales

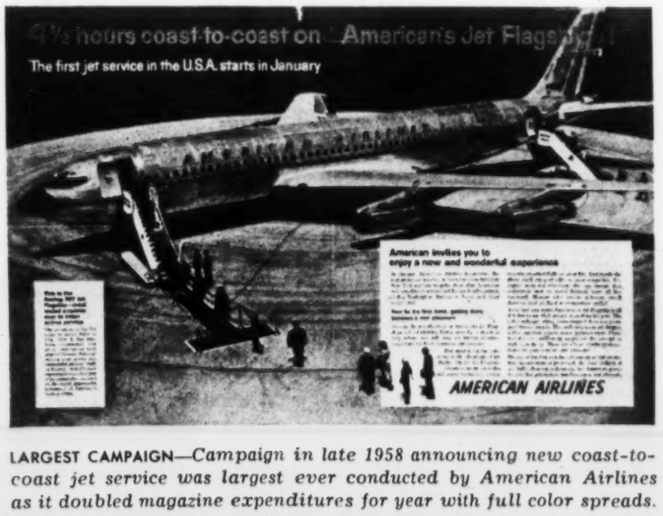
Charles R. Speers, senior vp
Samuel C. Dunlap, vp, cargo
David Highman, director, air freight sales
C. C. Potter, director, agency, interline and vacation sales
R. W. Baker, director, commercial sales
Ross Angier, director, distribution consultant service
W. N. Bump, regional vp, New York
H. J. Lyall, regional vp, Boston
S. G. King, regional vp, Chicago
A. R. Bone, regional vp, Los Angeles
R. L. Fitzpatrick, regional vp, Dallas

Advertising

John E. Brady, director
Henry O'Neil, manager
Meck Howlett, sales promotion manager

ADVERTISING AGENCIES

Young & Rubicam, New York—Edward Bond, account supervisor; Frank Yahner, associate account supervisor; Ted Barash, account executive.


4½ hours coast-to-coast on American's Jet Flagship
The first jet service in the U.S.A. starts in January
American invites you to enjoy a new and wonderful experience
AMERICAN AIRLINES

LARGEST CAMPAIGN—*Campaign in late 1958 announcing new coast-to-coast jet service was largest ever conducted by American Airlines as it doubled magazine expenditures for year with full color spreads.*

American Chicle Co.

American Chicle Co., Long Island City, N.Y., is the nation's 92nd largest advertiser, with total expenditures in 1958 estimated at $6,750,000, of which $5,324,665 was in measured media. The previous year's expenditures were originally estimated at $7,000,000, of which $6,379,466 was in measured media, but that estimate now appears to have been high. The total expenditure was virtually the same for the two years.

Sales in 1958 rose slightly to a record $64,340,718 from the $62,264,779 registered the previous year. Net earnings, including five subsidiaries not consolidated, were put at $8,429,943, compared with $8,024,579 for 1957.

The rise in net income would appear to be even larger if comparison were made of only the consolidated companies because an abnormally large dividend of $1,013,240 was registered in 1957 for a subsidiary not consolidated. Net earnings for the consolidated companies only were $7,921,445, as against $6,815,378 in 1957. Late in 1958 a two for one split in the company's common stock was authorized.

American Chicle is the second largest chewing gum company behind Wm. Wrigley Jr. Co.

■ American Chicle again invested virtually all of its advertising money in television last year. Rolaids, Dentyne and Clorets gum and mints, in that order, received the greatest emphasis.

Major network investments in 1958 were on ABC-TV's "Sugarfoot" and "77 Sunset Strip." A breakdown of the total $2,969,625 spent in this medium runs as follows: Rolaids, $964,977; Dentyne, $958,111; Clorets, $714,499; Chiclets, $265,305; and Beemans gum, $66,733.

The company has stepped up its program sponsorship for the 1959 season. The roster of shows, all on ABC-TV, includes minute participations in "Sugarfoot," "77 Sunset Strip," "Cheyenne" and "Bronco," and a one-third sponsorship of "Hawaiian Eye."

■ In spot tv, American Chicle ranked as the 38th largest investor, with a total expenditure of $2,355,040. Rolaids again got the biggest push, $916,130, followed by Clorets, $506,910; Dentyne, $449,900; Beemans, $198,970; Chiclets, $136,760; Certs, $117,010; and Adams clove gum, $29,360.

In addition to these products, the company manufactures Black Jack gum, Wild Cherry gum, Grape gum, Sen-Sen and Crawfords cough gum, but it does little or no advertising for them.

Chicle's advertising approach is based on hard-hitting messages which emphasize reasons for using the company's brands. Dentyne is said to remove food particles and is stressed as the chewing gum "for people who can't brush after every meal." Chiclets are promoted as an aid to weight reduction, suggesting that the consumer avoid between-meal snacks and chew Chiclets instead. The chlorophyll chewing gum or mints, Clorets, claim to dissolve bad breath away. Rolaids are offered as an aid to digestion and are said to "restore your stomach acid balance without acid rebound."

■ In the latter part of 1958, American Chicle added a spearmint-flavored Dentyne to its line. After

REASON WHY—*American Chicle Co.'s Clorets chewing gum got more than $700,000 in network tv and $500,000 in spot tv in 1958 to help hike company sales to record $64,340,718. Commercials stress that Clorets "dissolve bad breath away."*

being test-marketed in three Virginia cities, the new flavor received national distribution this year. It is being advertised on network tv in combination with the other Dentyne brand. The company claims the new gum has a flavor which "not only lasts long, but increases as it is chewed."

During 1958 plans were made to build a new factory in Toronto, and construction was to have been started this year. The present factory has been in operation since 1905 and is now felt to be inadequate for the growing Canadian market. American Chicle expects to undertake this project without any outside financing.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ ———	$ 35,299
Network Television	2,969,625	2,617,367
Spot Television	2,355,040	3,726,800
Total Measured	5,324,665	6,379,466
Total Unmeasured	1,425,335	620,534
Estimated Total Expenditure	6,750,000	7,000,000

MARKETING PERSONNEL

Sales

T. H. Smith, exec vp
R. B. Kyle, vp
L. H. Smiley, sales manager
J. L. Trevor, assistant sales manager
R. Scott, brand manager

Advertising

R. L. Harris, advertising manager

ADVERTISING AGENCIES

Dancer-Fitzgerald-Sample, New York—Crawford's cough gum, Dentyne and other Adams brand gums, R. R. Etienne, account supervisor.

Ted Bates & Co., New York—Chiclets, Certs, Beemans, Clove chewing gum, Clorets mints and gum, and Rolaids—J. R. Mac-Lennon, account supervisor; Rolaids, new products, J. Van Deusen, account executive; Clorets, Certs, A. Patterson, account executive; Chiclets, Beemans, Clove, C. A. Higgins, account executive.

American Cyanamid Co.

American Cyanamid Co., New York, the nation's sixth largest chemical company, was the 44th largest advertiser in 1958, with an expenditure of $17,500,000, of which $5,309,000 was in measured media. Comparable figures for 1957 were $17,000,000 and $6,270,000.

The company reports that its 1958 expenditure for media space and time totaled about $7,500,000. It said the remaining $10,000,000 included outlays for direct mail, booklets and bulletins, sales promotion materials, motion pictures, demonstrations and exhibits.

In 1957, the company put some $8,000,000 into purchases of media space and time.

▪ The spectacular postwar growth of Cyanamid came to a temporary halt in 1958, as the company felt some impact from the recession. Sales (up more than 100% between 1948 and 1957) fell off to $525,076,000 from the record 1957 volume of $532,479,000. Earnings dropped 14%, from $51,348,000 to $43,841,000.

Factors contributing to the earnings decline were expanded marketing programs for the Lederle and international divisions and investment costs in connection with Creslan acrylic fiber, which the company began to market in the spring of 1959.

The company has resumed its strong growth trend this year. Sales in the first six months of 1959 soared to a new high of $297,498,000, up 16% over the $257,384,000 volume for the 1957 first half. Earnings advanced 41% to $27,176,000 from $19,227,000.

▪ Cyanamid produces some 6,000 different chemical products for industry, the medical profession, the farm and the home. These are marketed through 11 operating units: agricultural division, fibers division, industrial chemicals division, Lederle Laboratories, organic chemicals division, pigments division, plastics and resins division, surgical products division, Cyanamid International, Cyanamid of Canada and Formica Corp.

Very few of these 6,000 products are sold directly to the consumer, and Cyanamid is therefore not a major user of consumer media. It is, however, a substantial advertiser in media reaching special groups. For example, it puts some $3,000,000 into business publications and another $1,000,000 into farm papers.

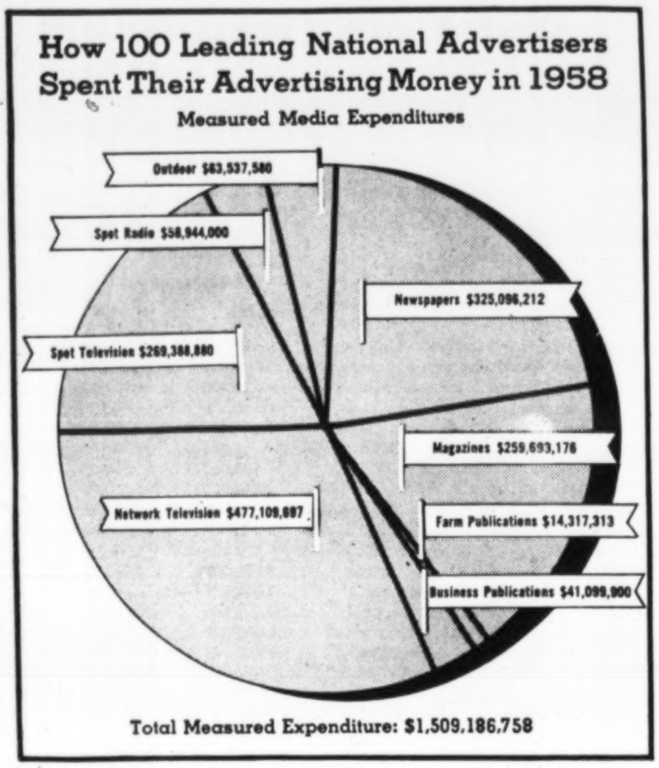
▪ In general magazines, where Cyanamid spends about $1,000,000, the company runs an institutional campaign and supports products which make use of Cyanamid materials—kitchen countertops made of Formica, for example, or plastic dishes made of melamine resins and sold under the Melmac trademark.

This program of supporting producers who buy from Cyanamid will be stepped up in the future with the marketing of garments made of Cyanamid's wool-like Creslan fiber. Another product calling for this kind of secondary support is Cyana purifying finish, introduced in 1958. Cyana is a fabric finish which inhibits the growth of odor-forming bacteria.

To help the sellers of Melmac dinnerware, Cyanamid began this year to mail a four-page tabloid newspaper, "Melmac Merchandising News," to 30,000 china and houseware buyers every two months.

▪ The two big advertising units at Cyanamid are Lederle Laboratories and the agricultural division.

Lederle, one of the nation's major pharmaceutical producers, accounts for about 25% of Cyanamid's total volume. It is an important producer of antibiotics, sulfonamides and vaccines. With a wave of new products introduced every year, Lederle is a very active advertiser to the medical profession. In 1958, it invested an estimated $5,000,000 to promote its ethical drug line—split about 50-50 between direct mail and medical journals. This was an increase of about $1,000,000 over the 1957 expenditure.



WHO GOT WHAT—*Chart shows the 100 leading national advertisers' total expenditures in each of the eight measured media last year.*

Lederle is either the No. 1 or No. 2 producer of antibiotics. Lederle's Achromycin V, a broad-spectrum antibiotic, is one of the most heavily prescribed drugs in medical practice.

Artistocort, a steroid used to treat rheumatoid arthritis, allergies and certain skin disorders, was introduced by Lederle in January, 1958, and in three months captured a good chunk of this highly competitive market. Lederle is now about to enter the tranquilizer market with a new product, Tentone, and it expects to market an oral polio vaccine within a year or so.

▪ The agricultural division—established on April 1, 1958, by a merger of the farm and home division and phosphates and nitrogen division—markets a wide range of products, among them animal feed supplements, defoliants, fertilizers, food chemicals, fumigants, herbicides, insecticides and veterinary medicines. To promote these products, the division spends an estimated $4,000,000 annually.

With the aid of the Lederle wing, Cyanamid's agricultural division has achieved strong position in three fast-growing markets: animal medicine, animal feeds supplemented by antibiotics and antibiotic food preservers. These antibiotic lines are the division's most heavily promoted items. Next in importance, from an advertising standpoint, are the malathion products, one of the leading lines of insecticides.

▪ Cyanamid had a busy year on the international front. In January, 1958, the company set up an international division to supervise and coordinate production and marketing programs outside the U. S. and Canada. During the year new pharmaceutical plants were opened in Britain, Brazil and Argentina. Formica Ltd., a British company 40% owned by Cyanamid, extended its operations in Australia, France, West Germany and New Zealand.

On the advertising agency front, Cyanamid recently consolidated more of its business at Erwin Wasey, Ruthrauff & Ryan, as it shifted institutional, industrial chemicals and plastics & resins from Hazard Advertising to EWRR. The company now uses eight agencies in the U. S.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 132,000	$ 94,000
Magazines	1,039,000	1,597,000
Farm Publications ..	988,000	1,493,000
Business Publications	2,950,000	2,955,000
Spot Television	200,000	69,000
Total Measured	5,309,000	6,270,000
Total Unmeasured	12,191,000	10,730,000
Estimated Total Expenditure	17,500,000	17,000,000

AGRICULTURAL DIVISION

MARKETING PERSONNEL

B. F. Bowman, marketing director
F. H. Cappy, advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, New York—animal feed and veterinary products, defoliants, food chemicals, fumigants, fungicides, herbicides, insecticides, nitrogen and phosphate products—Roy Gorski, account executive.

FIBERS DIVISION

MARKETING PERSONNEL

E. G. Walker, sales manager
C. W. Rice Jr., advertising manager

ADVERTISING AGENCY

Ben Sackheim Inc., New York—Creslan acrylic fiber—L. Nemerson, account executive.

FORMICA CORP.

MARKETING PERSONNEL

F. C. Walter, sales manager
E. A. More, advertising manager

ADVERTISING AGENCY

Perry-Brown Inc., Cincinnati—decorative laminates, Sprague Mulliken, account executive; flakeboard and adhesives, Theodore Brown, account executive; industrial, Sidney Best, account executive.

INDUSTRIAL CHEMICALS DIVISION

MARKETING PERSONNEL

H. E. Nehms, sales manager
C. W. Kohlman, advertising manager

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—heavy chemicals, paper chemicals, process chemicals, refinery chemicals—Joseph Nash, account executive.

LEDERLE LABORATORIES

MARKETING PERSONNEL

H. W. McNey, director of sales
A. J. Daly, advertising manager

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, New York—pharmaceuticals—John Hogan, account supervisor.

Burdick & Becker, New York—Artistocort, Pathibamate and Pathilon products—Mason Harlow, account executive.

ORGANIC CHEMICALS DIVISION

MARKETING PERSONNEL

Hugh Puckett, director of sales
Martin B. Friedman, manager of advertising and promotion dept.

ADVERTISING AGENCIES

Hazard Advertising, New York—intermediates, rubber chemicals, petrochemicals—William Walker, account executive.

James McMahon Inc., New York—explosives and mining chemicals—James McMahon, account executive.

Ben Sackheim Inc.—textile chemicals and dyes—George Pampell, account executive.

PIGMENTS DIVISION

MARKETING PERSONNEL

E. W. Galloway, sales manager
G. B. Meynell, advertising manager

ADVERTISING AGENCY

Hazard Advertising, New York—inorganic and organic chemical colors, Unitane (titanium dioxide)—Grover Logan, account executive.

PLASTICS & RESINS DIVISION

MARKETING PERSONNEL

H. C. Milton, sales manager
N. L. Prince, advertising manager

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—bonding and coating resins, laminating resins, reinforced plastics, thermoplastic and themosetting molding compounds—F. Burghard, account executive.

SURGICAL PRODUCTS DIVISION

MARKETING PERSONNEL

David P. Housh, sales manager
J. P. Omalyev, advertising manager

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—hypodermic needles and syringes, sutures and surgical specialties—A. Wilson, account executive.

CYANAMID OF CANADA LTD.

MARKETING PERSONNEL

Sales Managers

Industrial Dept.—G. L. Berry
Medical Products—J. R. Brown Jr.
Nitrogen Dept.—S. R. Stovel
Agricultural Dept.—S. R. Stovel

Advertising

J. E. Holmested, advertising manager

ADVERTISING AGENCY

Cockfield, Brown & Co., Montreal—agricultural chemicals, calcium cyanamide, laminated plastics, pharmaceuticals, heavy chemicals, markets U.S.-made products of American Cyanamid—D. M. Mackay, account executive.

CYANAMID INTERNATIONAL

MARKETING PERSONNEL

R. T. Bogan, director of marketing

Sales Managers

Pharmaceutical Dept.—N. G. Tamblyn
Agricultural Dept.—H. A. Duran
General Chemicals—E. H. Bohle

Top 25 National Newspaper Advertisers

Rank	Advertiser	Expenditure 1958	Expenditure 1957
1.	General Motors Corp.	$34,603,336	$52,390,306
2.	Ford Motor Co.	20,000,024	31,533,144
3.	Chrysler Corp.	16,049,691	26,144,287
4.	General Foods Corp.	14,193,039	7,917,380
5.	Distillers Corp.-Seagram's Ltd.	12,112,999	11,781,350
6.	Lever Bros.	9,220,071	14,288,510
7.	Schenley Industries	8,952,863	8,295,414
8.	American Tobacco Co.	8,757,784	5,265,110
9.	Colgate-Palmolive Co.	8,276,947	8,663,208
10.	General Electric Co.	7,004,632	6,799,213
11.	Procter & Gamble Co.	6,972,897	7,939,655
12.	National Distillers & Chemical Corp.	6,702,284	8,541,769
13.	National Dairy Products Corp.	6,029,557	6,814,248
14.	P. Lorillard Co.	5,924,520	4,205,610
15.	General Mills	5,679,067	2,910,816
16.	Philip Morris	5,572,421	5,464,195
17.	Hunt Foods & Industries	5,425,390	2,270,675
18.	R. J. Reynolds Tobacco Co.	5,215,711	4,600,007
19.	American Home Products Corp.	4,638,493	1,919,172
20.	Campbell Soup Co.	4,588,350	4,493,783
21.	American Motors Corp.	4,295,899	2,807,997
22.	Coca-Cola Co.	4,023,772	3,469,297
23.	Quaker Oats Co.	3,889,910	3,839,399
24.	Pepsi-Cola Co.	3,818,818	3,087,613
25.	Eastern Airlines	3,635,321	4,174,114

Source: Bureau of Advertising and Media Records

In New York, in 1958 . . . of the

100 leading general advertisers in newspapers

98 ran in New York City newspapers
x95 used the New York News, and
xx63 spent more in the News than in any other New York City newspaper

In the recession year of 1958, the News increased its share of the money spent in New York by the hundred leading general advertisers in newspapers—to 33.5%.

In the list of the hundred leaders for last year, there were 16 new entries. Fifteen ran in New York City, 14 used The News; and 11 spent more in the News.

Of the 84 advertisers who continued in the group, 52 spent more in the News.

In the New York market, there is no substitute for the coverage, the quality, the impact—and the influence of the New York News. And no medium delivers more sell for the money.

	Total U. S. Expenditure	Spent in N.Y. News	News % in N. Y.
x 1 General Motors Corp.	$34,603,336	$486,281	16.9
xx 2 Ford Motor Co.	20,000,024	332,143	24.0
x 3 Chrysler Corp.	16,049,691	250,216	20.3
xx 4 General Foods Corp.	14,193,039	312,604	33.5
xx 5 Distillers Corp.—Seagram's Ltd.	12,099,291	727,077	32.5
xx 6 Lever Brothers Co.	9,220,071	353,490	41.2
x 7 Schenley Industries, Inc.	8,896,019	135,742	18.4
xx 8 American Tobacco Co.	8,757,784	306,045	26.1
xx 9 Colgate-Palmolive Co.	8,276,947	310,375	43.3
x 10 General Electric Co.	7,004,632	273,656	40.6
xx 11 Procter & Gamble Co.	6,972,897	317,788	55.9
x 12 National Distillers & Chemical Corp.	6,702,284	91,840	24.1
xx 13 National Dairy Products Corp.	6,029,557	382,003	58.7
xx 14 P. Lorillard Co.	5,924,520	250,547	28.7
xx 15 General Mills, Inc.	5,794,150	246,721	56.8
xx 16 Philip Morris, Inc.	5,572,421	272,797	32.6
xx 17 Hunt Foods & Industries, Inc.	5,425,390	311,440	52.6
xx 18 R. J. Reynolds Tobacco Co.	5,215,711	145,828	43.8
xx 19 AmericanHomeProd.Corp.	4,638,493	159,715	53.0
xx 20 Campbell Soup Co.	4,588,350	458,260	73.1
xx 21 American Motors Corp.	4,295,899	107,244	41.8
x 22 Coca-Cola Co.	4,023,772	3,350	2.3
xx 23 Quaker Oats Co.	3,889,910	259,148	79.0
x 24 Eastern Airlines, Inc.	3,635,321	282,615	19.2
xx 25 Pepsi-Cola Co.	3,584,998	115,848	44.2
xx 26 Standard Oil Co. (N.J.)	3,305,724	105,344	35.5
xx 27 Standard Oil Co. (Indiana)	3,231,748	28,174	56.6
xx 28 Hiram Walker-Gooderham & Worts, Ltd.	3,172,957	134,161	31.6
x 29 Doubleday & Co., Inc.	3,078,389	94,192	18.5
xx 30 Westinghouse Elec. Corp.	3,061,347	83,072	47.7
xx 31 Corn Products Refining Co.	3,044,049	213,321	58.2
xx 32 National Biscuit Co.	2,982,993	170,692	64.6
x 33 American Airlines, Inc.	2,964,339	132,684	18.9
x 34 Pillsbury Mills, Inc.	2,953,690	20,390	20.3
x 35 Rexall Drug Co.	2,881,419	23,246	13.8
x 36 Gulf Oil Corp.	2,854,696	64,206	19.5
x 37 Socony-Mobil Oil Co., Inc.	2,836,019	74,705	22.1
xx 38 Standard Brands, Inc.	2,768,516	135,991	43.5
xx 39 Studebaker-PackardCorp.	2,738,153	57,488	29.2
xx 40 GoodyearTire&RubberCo.	2,665,044	131,340	77.8
x 41 Trans-World Airlines, Inc.	2,604,497	140,182	20.0
xx 42 Liebman Breweries, Inc.	2,548,483	608,181	35.9
x 43 Carnation Co.	2,524,935	2,748	7.1
x 44 Shell Oil Co.	2,465,433	33,500	26.8
x 45 Pan American World Airways	2,444,447	111,144	12.1
xx 46 Kellogg Co.	2,413,700	116,690	58.4
xx 47 Prudential Insurance Co.	2,348,539	113,181	58.6
xx 48 Sterling Drug, Inc.	2,329,208	133,817	51.7
xx 49 H. J. Heinz Co.	2,292,355	144,339	50.0
xx 50 Gillette Co.	2,249,120	108,057	62.6
xx 51 Sun Oil Co.	2,232,172	63,436	29.0
xx 52 Armour & Co.	2,225,387	97,204	80.6
x 53 Curtis Publishing Co.	2,159,231	39,359	6.6
xx 54 Swift & Company	2,124,219	51,846	46.2
xx 55 Borden Co.	2,093,207	73,395	44.9
xx 56 Standard Oil Co. (Calif.)	$2,047,287	$ 58,223	50.9
xx 57 B. F. Goodrich Co.	1,987,670	31,993	28.4
58 Phillips Petroleum Corp.	1,985,310	—	—
x 59 Liggett&MyersTobaccoCo.	1,983,298	54,404	16.8
60 Wm. Wrigley Jr. Co.	1,982,706	—	—
xx 61 United Air Lines, Inc.	1,972,711	104,201	28.1
x 62 Renfield Importers, Ltd.	1,945,070	82,106	25.8
x 63 E. I. Du Pont De Nemours & Co., Inc.	1,872,567	41,996	8.2
x 64 Brown-Forman Distillers Corp.	1,869,467	21,631	27.3
xx 65 Bayuk Cigars, Inc.	1,848,200	156,678	30.2
xx 66 Beech-NutLifeSavers,Inc.	1,809,087	152,229	64.1
x 67 Delta Air Lines, Inc.	1,775,007	46,607	16.2
x 68 Heublein Inc.	1,732,668	65,456	24.1
xx 69 ContinentalBakingCo.,Inc.	1,732,120	79,060	87.1
x 70 Reader's Digest Assn., Inc.	1,680,734	70,629	32.5
xx 71 Warner-Lambert Pharmaceutical Co., Inc.	1,635,213	96,224	54.5
72 GlenmoreDistillersCo.,Inc.	1,605,478	—	—
x 73 Time, Inc.	1,584,721	15,765	2.4
xx 74 Minute Maid Corp.	1,569,658	76,110	65.5
xx 75 Kimberly-Clark Corp.	1,563,981	148,536	75.5
x 76 Anheuser-Busch, Inc.	1,479,731	12,513	26.2
xx 77 Plough, Inc.	1,473,643	86,671	53.8
xx 78 Beacon Co.	$1,439,393	$217,276	47.6
xx 79 California Packing Corp.	1,427,778	79,692	55.0
xx 80 Helene Curtis Indus., Inc.	1,427,171	103,222	88.3
x 81 Atlantis Sales Corp.	1,376,254	5,360	10.9
x 82 Zenith Radio Corp.	1,366,572	33,502	27.2
xx 83 Libby, McNeill & Libby	1,349,963	131,342	66.1
xx 84 Philco Corp.	1,333,739	34,553	55.0
xx 85 Norwich Pharmacal Co.	1,323,673	123,368	72.8
86 Yardley of London, Inc.	1,300,419	—	—
xx 87 Motorola, Inc.	1,291,340	66,330	89.2
xx 88 Capital Airlines, Inc.	1,279,287	86,495	34.7
xx 89 FirestoneTire&RubberCo.	1,278,607	132,594	72.9
x 90 Institute of Life Insurance	1,278,343	16,528	13.4
xx 91 Simoniz Co.	1,264,883	146,390	95.4
x 92 National Airlines, Inc.	1,257,854	129,603	22.0
xx 93 Bristol-Myers Co.	1,255,596	85,298	58.4
xx 94 ConsolidatedCigarSales,Inc.	1,247,275	63,420	38.2
xx 95 New York Life Insurance	1,219,929	75,254	61.0
xx 96 Greyhound Corp.	1,210,880	38,346	27.6
xx 97 American Dairy Assn.	1,199,540	22,024	41.5
98 TopValueEnterprises, Inc.	1,196,120	—	—
xx 99 John Morrell & Co.	1,184,855	56,480	67.4
x100 Canada Dry Corp.	1,151,831	43,448	22.0
TOTAL	$363,786,152	$13,290,415	33.5

DAILY NEWS
250,000 CHEER NIXON IN POLAND

THE NEWS, *New York's Picture Newspaper*

with more than twice the circulation, daily and Sunday, of any newspaper in America.

Formica—E. B. Flagg
Mining Chemicals—J. F. Gates
Fibers—E. J. Lucas

ADVERTISING AGENCIES

Foreign Advertising & Service Bureau, New York—pharmaceuticals, Joseph Palmer, account executive; general chemicals, Bruce Swigert, account executive; Formica, Horatio A. Mestanza, account executive.

Cunningham & Walsh, New York—Agricultural Dept.—Henry Pendzick, account executive.

James J. McMahon Inc., New York—mining chemicals—James J. McMahon, account executive.

Public Relations

W. A. Durbin, manager of public relations
T. M. Wennergren, manager of institutional advertising

ADVERTISING AGENCY

Erwin Wasey, Ruthrauff & Ryan, New York—institutional—Grant Worrell, account executive.

Top 25 Magazine Advertisers

Rank	Advertiser	Expenditure 1958	Expenditure 1957
1.	General Motors Corp.	$22,111,817	$23,946,832
2.	Ford Motor Co.	11,097,005	11,867,425
3.	Distillers Corp.—Seagrams, Ltd.	9,561,308	7,280,579
4.	General Electric Co.	9,077,465	9,991,165
5.	General Mills Inc.	8,113,020	7,434,703
6.	Chrysler Corp.	7,844,399	10,362,273
7.	American Tobacco Co.	7,586,980	5,986,844
8.	American Telephone & Telegraph Co.	7,544,546	7,455,621
9.	Procter & Gamble Co.	6,693,743	8,917,358
10.	National Dairy Products Corp.	6,389,317	3,037,775
11.	Campbell Soup Co.	6,180,115	5,242,351
12.	E. I. du Pont de Nemours & Co.	6,081,370	4,866,634
13.	General Foods Corp.	5,681,282	7,511,243
14.	Goodyear Tire & Rubber Co.	4,973,727	5,065,902
15.	National Distillers & Chemical Corp.	4,935,819	5,639,044
16.	American Home Products Corp.	4,913,718	3,352,751
17.	R. J. Reynolds Tobacco Co.	4,438,628	4,723,682
18.	Bristol-Myers Co.	4,376,978	4,818,029
19.	Eastman Kodak Co.	4,133,707	3,939,718
20.	Hiram Walker, Gooderham & Worts Ltd.	4,030,815	3,536,949
21.	Johnson & Johnson	3,615,455	3,838,782
22.	Colgate-Palmolive Co.	3,562,470	4,661,664
23.	Simoniz Co.	3,475,112	1,914,435
24.	Hunt Foods & Industries Inc.	3,284,197	1,476,044
25.	Schenley Industries	3,058,038	3,921,763

Source: Leading National Advertisers

American Home Products

American Home Products, New York, was the 8th largest advertiser in 1958, with total expenditures estimated at $60,000,000, including $39,584,741 in measured media. In 1957 American Home Products was estimated to have spent $36,000,000 in advertising, including $28,574,083 in measured media. This figure was probably too low. American's total for 1957 probably amounted to about $45,000,000.

Sales and earnings for American were at record levels in 1958. Net sales were $374,916,000, compared with $347,249,000 in 1957. Earnings were $42,435,000, compared with $38,618,000 in 1957.

■ American Home Products, which through its four major divisions puts out the largest line of drugs, household items and foods of perhaps any U. S. company, makes and markets no fewer than 500 products, ranging from snakebite remedies (ethical drug division) to canned spaghetti and meatballs (food division).

American's four principal divisions, all of which operate with considerable autonomy, are (1) the ethical drug division, comprised of Wyeth Laboratories, Ayerst Laboratories, Fort Dodge Laboratories and the Ives-Cameron Co.; (2) a packaged drugs and cosmetics division, Whitehall Laboratories; (3) American Home Foods, maker of a line of specialty food items, and (4) Boyle-Midway, which puts out a line of household products.

■ American's biggest moneymaker is its ethical drug division, which in 1958 accounted for 46% of the company's total volume.

American in 1958 spent an estimated $8,000,000—most of it in unmeasured media—advertising and promoting its line of ethical drugs to the nation's doctors. This figure includes costs of advertising in medical journals, direct mail, sampling, point of sale, and costs of other promotional and educational aids provided as a service to the medical profession.

Far and away the biggest moneymaker in American's ethical drug operation in 1958 was Wyeth Labs, which accounted for an estimated $6,000,000 of the total advertising budget for ethical products.

In 1958 the company reported that Wyeth sales were at record levels. Equanil continued as the nation's most widely prescribed tranquilizer and Wyeth added to that product's share of market by introducing it in a palatable oral form for use by children. Sparine, another Wyeth tranquilizer, also gained in sales.

Other new products introduced by the division in 1958 were Equanitrate, a combination of Equanil and a coronary vasolidator for use in heart cases; Cyclamycin, an antibiotic for treatment of common infections, and Wyanoids HC, "the first rectal suppository to contain a corticosteroid."

■ Ayerst, Ives-Cameron and Fort Dodge Laboratories, with a combined ad and promotion budget estimated at about $2,000,000, reported gains for their respective products in 1958.

Ayerst continued to do well with its line of vitamin supplements, including Clusivol and Clusivets, and made medical news during the year via introduction of Fluothane, a non-flammable, non-explosive anesthetic.

Ives-Cameron introduced several new drugs, ranging from Cyclospasmol, for circulatory ailments, to Syntussin, a treatment for common cold. Both products were reported making gains in the medical market.

■ Fort Dodge, which has successfully marketed hog cholera vaccine for several years, reported additional worldwide gains for its M.L.V. vaccine, an improved product introduced late in 1957. During the year Fort Dodge spent $103,855 in farm magazines to advertise its products to the veterinary market.

American's biggest consumer operation—in terms of sales volume and advertising expenditure—is Whitehall Laboratories, which makes and markets such big volume staples as Anacin, Dristan, Kolynos toothpaste, Bisodol powder and mints, Neet, Infra Rub, Preparation H, Heet linament, Jo-Cur wave set and other packaged drugs and cosmetics. The company reported that Whitehall accounted for about 21% of American's total volume in 1958.

■ During the year a combination of new product introduction and heavy advertising and promotion pushed gross sales of Whitehall products to an all-time high.

Anacin, the largest volume item in Whitehall's stable, reportedly scored increases in both unit sales and in share of market, while Dristan Decongestant tablets, Whitehall's second largest seller, took over as leader in the colds-sinus congestion field. By the end of its first full year of national promotion, Dristan is estimated to have about 35% of the total cold tablet market. Dristan Nasal Mist and Dristan Inhaler, companion products, were launched nationally in 1958 and are reported gaining in share of market.

American reported that sales of other big sellers in the line, Preparation H, Bisodol, Infra Rub and Kolynos, were also ahead of 1957.

■ American Home Foods, which accounted for 16% of the company's total volume in 1958, also reported increases for its line of specialty and convenience foods.

In February the company sold to outside interests its G. Washington Instant coffee business, and reported that volume lost by the sale had been offset during the year by gains in other lines.

Biggest volume item in American Home Foods' line-up is its Chef-Boy-Ar-Dee brand canned and packaged meals. In 1958 the company brought out three new items—lasagna, cheese ravioli and mushrooms in gravy—for national distribution. In addition to the Chef-Boy-Ar-Dee line, American also markets G. Washington's broth and seasoning, Burnett's vanilla extract and Dennison's canned chili con carne.

■ Boyle-Midway Inc., which markets all household products, scored a "modest increase" in sales volume despite stiff competition and and a slowdown in business activity during 1958, the company reported. The household products division, which accounted for 17% of American's total volume during the year, makes, in addition to a line of garden products, Griffin shoe polish, Aerowax, Aero Shave, Old English wax and polish, Easy-Off oven cleaner, 3-in-One oil, Kwik-Lite lighter fluid, Wizard deodorizers and Sani-Flush toilet cleaner. The division's garden products include the big selling Black Flag line of bug killers.

During the year American increased its ad expenditure in nearly all media. Newspaper spending was almost tripled, from $1,919,172 in 1957 to $4,638,493 in 1958. Spot tv spending was almost doubled, from $3,589,680 in '57 to $7,275,680 in '58. There was also increased spending in magazines, network tv and farm publications. Advertising in business publications was $1,000,000 in 1957 and $990,000 in 1958. Spot radio expenditures, unmeasured in 1957, came to $925,000.

Since Whitehall is the principal consumer division of American Home Products, it probably accounted for at least 70% of total dollars spent in consumer advertising during 1958, ADVERTISING AGE estimates.

■ In 1958 Whitehall put most of its advertising eggs in network and spot tv baskets. During the year the company spent more than $12,000,000 for Anacin alone, pouring $9,295,210 into network and $2,951,490 into spot tv, a total of $12,246,700 for the headache balm. An additional $514,063 was spent in newspapers for the product.

For Dristan, which registered phenomenal growth in its first year of national promotion, Whitehall spent $3,555,463 in network tv and $1,087,230 in spots. An additional $488,654 was spent in newspapers. Preparation H was backed by $1,087,230 in spot tv, plus an additional $678,049 in newspapers. For Heet, Whitehall spent $867,305 in network tv and $5,400 in spot television; Bisodol, $908,418 in network and $3,900 in spot tv; Infra Rub, $774,517 in spot television.

American's principal expenditures in spot tv for other major consumer products in 1958 were: Aerowax, $261,080; Black Flag insecticides, $197,390; Chef-Boy-Ar-Dee foods, $391,560; Primatene, $186,500, and Wizard deodorizers, $126,170.

In newspapers: Aero Shave, $908,039; Aerowax, $184,086; Black Flag Insecticides, $119,199; Chef-Boy-Ar-Dee products, $502,220; Compound W, $125,819; Dennison's Chile Con Carne, $117,475; Primatene, $183,713; Sani-Flush, $272,200, and Wizard deodorizer, $190,198.

■ American's expenditures in general magazines went this way: Anacin tablets, $659,123; Kolynos toothpaste, $105,855; Neet, $147,958; Preparation H, $203,494; Chef-Boy-Ar-Dee canned meals, $1,735,340; Chef-Boy-Ar-Dee pizza pie mix, $416,585; Chef-Boy-Ar-Dee sauces, $394,550; Aerowax, $118,500; Easy-Off oven cleaner, $211,424; Plastic Wood, $102,625; Sani-Flush, $289,759; and 3-in-One Oil, $124,675.

American's agency picture remained constant in 1958, but changed radically last spring, when Bryan Houston Inc. "resigned" television billings of Dristan, estimated at more than $6,000,000. The account was awarded to Tatham-Laird for tv and test products, while print advertising on Dristan went to John F. Murray Advertising.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 4,638,493	$ 1,919,172
Magazines	4,913,718	3,352,751
Farm Publications	334,167	176,672
Business Publications	990,000	1,000,000
Network Television	20,507,683	18,535,808
Spot Television	7,275,680	3,589,680
Spot Radio	925,000	—
Total Measured	39,584,741	28,574,083
Total Unmeasured	20,45,259	16,425,917
Estimated Total Expenditure	60,000,000	45,000,000

AMERICAN HOME FOODS

MARKETING PERSONNEL

Sales

E. L. Dosch, exec vp and general manager
L. J. Sauers, vp in charge of sales

Advertising

Harry Wholley, vp in charge of advertising
W. E. Kratzke, advertising manager

ADVERTISING AGENCIES

Young & Rubicam, New York—Chef-Boy-Ar-Dee, Dennison's Foods, Chiquita mashed banana products—Jesse Bickmore, account supervisor; James Tyrrell and Max Bonham, account executives.

Geyer, Morey, Madden & Ballard, New York—Burnett's Flavors—Wright Nodine, account supervisor; Clark Glenn, account executive.

Charles W. Hoyt Inc., New York—G. Washington broth & seasoning—A. W. Fargo, account supervsor; R. M. Anrig, account executive.

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FOR BEST COVERAGE IN CONSERVATIVE PROTESTANT CHURCH MARKET...

Its field of influence is in the conservative segment of Protestant market. M/M is a welcome visitor in 100,000 homes—its audience includes the key people of 60,000 churches. Use MOODY MONTHLY and sell TWO markets.

101,965 AVER. NET PAID FOR 1958

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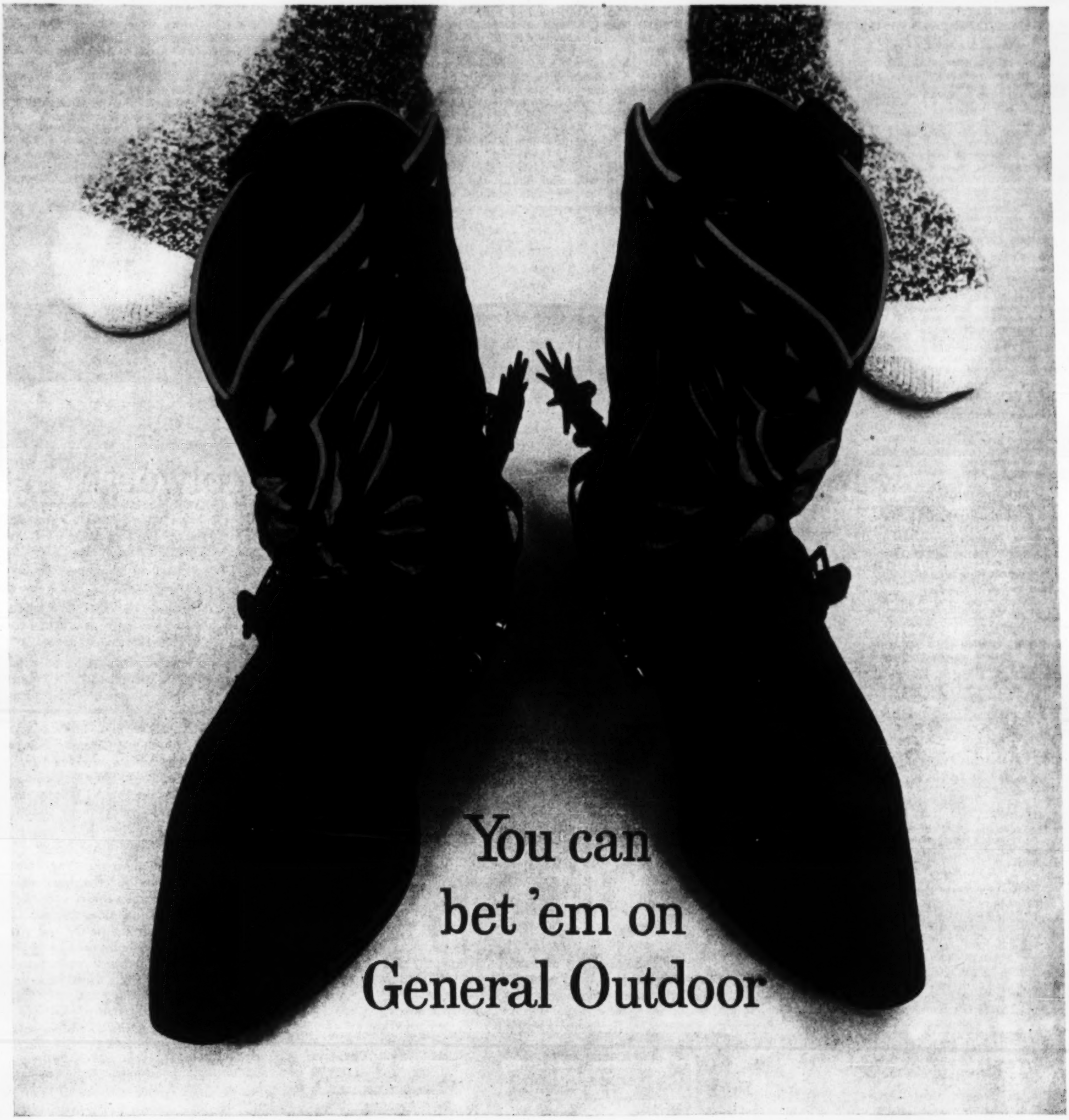
OFFICIAL
GATEWAY TO THE MOON!
NOW IN TOP 100 MARKETS

U. S. Census Bureau has added Seminole County to Orlando's Standard Metropolitan Area — now 275,400 — 88th in population in U. S. A., 69th in total sales. Better than Charlotte, Des Moines, Knoxville, Spokane. You can sell the five-county Central Florida population of 417,500 only with the Orlando Sentinel-Star. We dominate Miami, Jacksonville and Tampa papers combined in our five counties by 6-1.

ORLANDO SENTINEL-STAR
LARGEST CIRCULATION IN CENTRAL FLORIDA —*Ask Branham*



You can't lose! First of all, General Outdoor's larger plant size and greater individuality of panels give the kind of penetration and coverage it takes to deliver customers. And what's more, you get audited circulation figures to prove it! On all this, and much more, *you can bet your boots.*

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515 South Loomis Street, Chicago 7, Illinois

WHITEHALL LABORATORIES

MARKETING PERSONNEL

Sales

K. A. Bonham, president
Jack Finn, vp of sales
Dulany Smith, vp of product development

Advertising

R. G. Rettig, vp, advertising
W. L. Sibert, advertising manager

ADVERTISING AGENCIES

Ted Bates Inc., New York—tv only: Anacin, Outgro, Preparation H, Primatene. Tv & print—Hopper. Dan Rodgers, senior vp. James Benham, account supervisor. Arnold Deutschman and Kerry Sheeran, account executives.

Lawrence C. Gumbinner Agency, New York—Neet. Harold Braun, account executive.

Tatham-Laird Inc., New York—Kolynos, Dristan. Hal Frazee, account supervisor; Joan Somerville, account executive.

Sullivan, Stauffer, Colwell & Bayles, New York—Bisodol, Infra Rub, Psorex, Resdan, Duplexin. Ralph Smith, account supervisor. Martin Hummell and Larry Botto, account executives.

John F. Murray Advertising, New York—Anacin, Preparaton H, Outgro, Primatene, Dristan, Instil—radio and print only. Alice Carle, account supervisor.

WYETH LABORATORIES

MARKETING PERSONNEL

H. W. Blades, president
S. V. Smith, vp of sales
D. J. Withington, director of sales promotion (advertising)
H. F. AuBuchon, sales manager

ADVERTISING AGENCY

Lewis & Gilman Inc., Philadelphia—all ethical drugs. Robert Wilder, account executive.

AYERST LABORATORIES

MARKETING PERSONNEL

W. Boyd O'Connor, president
C. M. Johnson, vp in charge of marketing
L. E. Simpson, director of promotion (advertising)

ADVERTISING AGENCIES

Cortez F. Enloe Inc., New York—pharmaceutical products.

Paul Klemtner & Co., Newark, N. J.—Premarin Intravenous, Cothera, Theruhistin, Murel, Suvren—Paul Funk, account executive.

Jordan, Sieber & Corbett Inc., New York—Thiosulfil—C. J. Jordan, account executive.

BOYLE-MIDWAY DIVISION

MARKETING PERSONNEL

Sales

C. K. Thompson, exec vp and general manager
E. A. Lesher, vp and sales manager
Gerald Harrington, vp and syndicate sales manager
E. C. Harbur, vp in charge of chain sales

Advertising

R. S. Wheeler, vp in charge of advertising

ADVERTISING AGENCIES

Geyer, Morey, Madden & Ballard, New York—Aerowax, Griffin, 3-in-One, Plastic Wood, Easy-Off, Wizard Deodorizer. Wright Nodine, account supervisor; Clark Glenn, account executive.

J. Walter Thompson Co., New York—Aero Shave, Black Flag, Sani-Flush, Garden Products—Robert Haldeman, account supervisor; William Baylor, account executive.

American Motors Corp.

American Motors Corp., Detroit, is the nation's 66th largest advertiser with a total 1958 expenditure estimated by ADVERTISING AGE at $11,200,000, of which $6,115,475 was in measured media. This compared with a total of $10,000,000 in 1957, including $5,469,953 in measured media.

This is the first increase in advertising expenditures by American Motors in two years and is one reflection of the company's remarkable marketing performance of the past year or so. AMC's measured media expenditure was $9,286,904 in 1955 but it dropped to $7,985,530 in 1956 and to $5,469,953 in 1958. The decrease was part of the over-all cost-cutting program AMC instituted to bring the company back into the black.

The corporation's sales for the fiscal year ended Sept. 30, 1958, totaled $470,349,420, a 28.4% gain over the $366,391,830 adjusted fiscal 1957 sales figure. AMC's net profit for fiscal 1958 was $26,085,134, equivalent to $4.65 per share. In the preceding fiscal year the corporation sustained a net loss of $11,833,200.

- Per share earnings for the recently ended nine-month period were $8.36 a share, roughly four times the $2.61 per share earnings of the previous first nine months. AMC has initiated a quarterly dividend program which paid 60¢ a share on capital stock shares for the quarter ended March 31 and another 60¢ for the quarter ended June 30.

- Leading AMC on its financial road back is its auto division—including the Rambler American, the larger Rambler Ambassador and the British-made Metropolitan.

In the nine months ended June 30 (roughly equal to the model year), AMC says it sold 276,509 cars, well over double the 123,906 sold in the nine months ended June 30, 1958. In the third fiscal quarter alone AMC sold 121,589 cars, against 54,359 in the like quarter in 1958.

Rambler's sales performance in June alone put the car in the number three spot for that month, according to the *Wall Street Journal*. It reported that Rambler's retail sales in June totaled 43,556, slightly ahead of an estimated figure of 41,700 for Plymouth. The total gave Rambler 7.5% of total June car sales.

Rambler took a b&w page in the Aug. 3 *Life* to quote the *Journal* about this showing, following AMC's pattern this year of using magazine ads to play up such gains.

Paralleling the sales gain, AMC's auto production capacity is being expanded from about 330,000 a year to 440,000 a year. Production in the nine months ended June 30 totaled 301,082, compared with 134,304 in the same period the previous year.

newspapers sell goods

80 80 80

Even a giant like Woolworth grows bigger—when it advertises in "everybody's medium"

The day he opened his first "Great 5¢ Store" in Lancaster, Pennsylvania, Frank W. Woolworth revolutionized retail merchandising in the United States. Not before June 21, 1879 had anyone sold *all* merchandise *at one fixed price,* arranged *all* merchandise *on counters* so that customers could see and handle everything, and required *spot cash* for all purchases. With seven clerks and a total inventory of $410, this retailing pioneer sold $127.65 worth of goods that first day!

This year, the company he founded—now the world's largest variety store chain—is celebrating its 80th anniversary. It employs over 85,000 men and women, has an inventory of over $151,000,000 in merchandise. It operates 3,300 stores located in every state of the Union; in every province of Canada; in Cuba, Puerto Rico, Mexico, Great Britain, the British West Indies, South Africa and Germany. Sales in the United States alone amounted to over $865,000,000 in 1958.

As one of the few truly national retail chains, F. W. Woolworth had long been regarded as one of the biggest *potential* newspaper advertisers in the country. Yet, up until two years ago, Woolworth's had only experimented with newspaper advertising. In 1957, it began its first aggressive, consistent newspaper ad program.

THE REASONS FOR NEWSPAPERS

"For years," Woolworth Advertising Director Arthur F. Male states, "a variety store with 10¢ items had no leeway for advertising. There was not too much competition, either. Woolworth's *was* the 5 and 10¢ store. Most markets had downtown and neighborhood shopping areas where we had choice locations. In the last few years, however, there have been many changes in our field.

"Today, there are many modern shopping centers in and around most markets; no longer can we rely on customer traffic alone. When competitors in other fields began merchandising variety store lines, we realized we had to fight to maintain the franchise we had. After all, the non-food and non-drug items that have been introduced into supermarkets and drug stores originally were *our* merchandise. As we began adding new, higher-priced lines—furniture, clothing and small appliances — we discovered we had to play the game the way other retailers do. *The quickest, most effective way to inform our regular and potential customers of our new merchandise and to remind them of our staples was in daily newspapers."*

In 1957, the company used about 400,000 lines in 44 newspapers. It began its present newspaper program in 1958, as a test in two of its ten districts. "The tests paid off almost immediately," Mr. Male relates, "and Woolworth quickly approved extension of the program to all ten districts. In 1958, Woolworth's advertising soared to 10,000,000 lines in 129 newspapers."

Before the test began, Woolworth ranked fifth among variety chains in per cent sales gain over the previous year. Five months later, it was in first position and kept it throughout the year.

WOOLWORTH'S
80
"Oh, boy! Toys—only 88c!"
88¢ TOY SALE
WOOLWORTH'S
WOOLWORTH'S
Exciting Home Furnishing Values
DELUXE RECLINER
ONLY $44.44
2.98
FINE COORDINATED STYLES BY DUCHIN
5.98
7.49
4.69
WOOLWORTH'S

WOOLWORTH'S CURRENT NEWSPAPER PUSH USES OVER 90% OF TOTAL AD BUDGET. WEEKLY ADS APPEAR IN OVER 300 DAILIES.

AMC's sales gains this year have boosted Rambler from seventh to sixth place in car registrations in 1959. *Automotive News* reported that new car registrations through May (plus June in 13 states) show Rambler with 144,349 for 1959 compared with 63,628 in 1958. It now outsells Buick, which dropped from fifth place at this time last year to seventh place this year.

This gain, which gives AMC 5.6% of the U. S. market as of May, comes close to achieving the company's stated objective of capturing 6% of the market in 1959. At this time last year, AMC had slightly more than 3% of the market.

Helping AMC achieve these sales—in addition to the trend toward smaller, more compact cars, a trend that AMC had no small part in promoting—the company this past year invested the lion's share of its auto ad budget in newspaper ads, selling what AMC President George Romney calls the "compact car philosophy" with the specific theme, "The best of both—big car room and comfort, small car economy and handling."

- Most of the Rambler ads are 300-line and 400-line ads with some 1,500-line ads and pages. The company used some 2,300 newspapers during its '59 model introduction campaign last October.

AMC's auto ad investment in magazines is on the up-swing, hitting about $1,400,000 in 1958, compared with $926,406 in 1957—but still well below the more than $1,900,000 it spent in magazines in 1956.

Look has been added to the schedule this past year. Other magazines used include *Life, Newsweek, Reader's Digest, The Saturday Evening Post, Time* and *U. S. News & World Report.*

As a special boost to its spring sales, AMC launched a heavy spot tv campaign in April, concentrating on 76 markets. The spots were concentrated on Friday nights to reach Saturday car shoppers.

- An intriguing note in AMC's current auto activity was the April 1 announcement by AMC that it is working with Sonotone Corp., Elmsford, N. Y., electronic company, on an electric car. Mr. Romney said such a development, even if successful, could take "several years." And he cautioned that the result might be a car that isn't feasible or practical.

The heart of such a car would be a nickel-cadmium battery similar to those used in missiles and jets. The big catch to it at present, he says, is the need for recharging the battery after less than 100 miles of travel.

- In the Kelvinator appliance division side of the business, AMC reports a 15.9% sales gain this year over last year for household refrigerators, ranges, freezers and laundry equipment to dealers in the U. S. The gain roughly parallels those of the entire major appliance industry this year.

The Kelvinator division produces a line of home laundry equipment, electric ranges, waste disposers, dish washers, home freezers, kitchen cabinets, refrigerators, air conditioners and commercial cooling and freezing cabinets. Most of these are produced under the Kelvinator, Leonard or A.B.C. brand names.

Kelvinator's sales in Canada are also enjoying a sales gain over last year—but a much greater one. Sales of Kelvinator appliances were up 46% for the six months ended March 31 over the like period of the preceding year. Kelvinator refrigerator sales were up 35% (compared with a 15% gain for the refrigerator industry in Canada), ranges were up 52% (27% for the industry), home freezers up 115% (80% for the industry) and automatic washers up 34% (21% for the industry).

Kelvinator in the U. S. sustained a slight slow-down in its laundry and refrigerator equipment production early this year due to the transfer to Grand Rapids of its laundry equipment production from Peoria, Ill., and its refrigerator compressor production from Detroit.

- AMC's 1958 ad budget, most of which was in newspapers, mostly supported its autos. Only about 6% ($410,274) went for the Kelvinator division appliances.

AMC's 1958 measured advertising included $175,655 spent on newspaper ads and $27,850 in spot tv for Nash. Another $2,600 in spot tv supported Hudson while $62,170 in newspapers promoted both Nash and the Rambler. These were the wind-up expenditures on Nash and Hudson, whose names have now been retired by AMC. Only the Rambler and Metropolitan remain.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 4,295,899	$ 2,807,997
Magazines	1,370,486	926,406
Farm Publications	———	43,200
Business Publications	366,900	380,600
Network Television	———	1,008,588
Spot Television	82,190	105,060
Outdoor	———	198,102
Total Measured	6,115,475	5,469,953
Estimated Unmeasured	5,084,525	4,530,047
Estimated Total	11,200,000	10,000,000

ADVERTISING AGENCIES

Geyer Advertising, Detroit—all U. S. advertising—John Henry and A. D. Gage, automotive account executives; William D. Lewis and D. A. Packard, appliance account executives.

McKim Advertising, Toronto—all Canadian advertising.

AUTOMOTIVE DIVISION

MARKETING PERSONNEL

Sales

Roy Abernethy, vp for distribution and marketing

THE WOOLWORTH PLAN

Woolworth's Advertising Department in New York now prepares ads for insertion at least once a week in 164 daily newspapers in the markets that account for 90% of Woolworth's total sales. A like number of newspapers are used for ads which are prepared locally by over 600 stores not included in the above program.

The market-by-market flexibility which daily newspapers offer Woolworth's is one of the greatest advantages of the medium for the company. The flexibility of the medium enables national and regional advertisers of all kinds to adapt their ad programs to the special tastes and requirements of each market.

Woolworth ads, for example, run on different days of the week in different markets, depending on the shopping habits of the community and the number of night openings. The items advertised – and the ads themselves – vary from market to market, depending on regional and seasonal differences in markets.

"Biggest problem," Mr. Male reveals, "is deciding *what* to advertise. With an average of 30,000 items on sale in our stores, you'd think it would be easy to make a selection. But the very number makes the decision difficult. We do have one set rule, though, and that's 'Merchandise Your Advertising – Advertise Only The Best.' Our ads are effective because we advertise only the best items in each line."

"ALL BUSINESS IS LOCAL"

Of vital importance to Woolworth's is the fact that daily newspapers reach practically *every* person in every market. "Our entire business can be reduced to a local customer making an individual purchase in a local store," Mr. Male relates. "And almost every aspect of that store, from the sales transaction itself all the way back to the very inception of the establishment, is *local*. To increase sales of *all kinds* of merchandise for *all kinds* of people, it makes good sense for 'everybody's store' to advertise in 'everybody's medium' – the local newspaper."

Woolworth President Robert C. Kirkwood agrees. In the company's 1958 Annual Report to stockholders, he wrote: "Your attention is called particularly to the demonstrated effectiveness of newspaper advertising to move mass quantities of merchandise. Last year, you were told that this advertising program would be a basic support to the company's 1958 slogan, 'Shop Woolworth's First', by means of a continuous and distinctive presentation at weekly intervals. More than 1,600 stores participated. *A curve of increasing sales, partially attributable to this program, achieved a degree of ascent which justifies the company's decision to substantially increase its linage in 1959."*

In short, even *giants* grow *bigger* when they harness newspapers' sales power.

WOOLWORTH PRESIDENT R. C. KIRKWOOD (RIGHT) AND AD DIRECTOR A. F. MALE DISCUSS AD LAYOUT

That's why Woolworth's current newspaper investment is by far the largest in its history and represents over 90% of its total ad budget.

YOU, TOO, CAN SELL MORE WITH NEWSPAPERS

Among the voluminous files of successful newspaper advertisers, there are big ones like Woolworth and those whose advertising budget is but a fraction of Woolworth's. Usually, however, there is a goal that is common to both. That is the goal of selling more goods to more people.

Whether you are the manager of a giant chain like Woolworth's or the enterprising owner of a single store; whether you are the manufacturer of a variety of products or just one, daily newspapers can help *you* sell *more* goods to *more* people.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER

bureau of advertising

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DETROIT

RISING STAR—*Skyrocketing sales of compact Rambler led financial comeback of American Motors Corp. in 1958-59. Now among nation's topselling cars, Rambler ranked No. 3 behind Chevrolet and Ford in June with 7.5% of auto sales. Geyer, Morey, Madden & Ballard, Detroit, is the agency.*

- John W. Raisbeck, sales operations vp
- Virgil E. Boyd, field sales manager
- James W. Watson, sales manager for Metropolitan
- A. E. Tracy, eastern divisional manager
- M. A. Saunders, central divisional manager
- L. E. Stewart, midwestern divisional manager
- G. R. Browder, western divisional manager

Advertising

- Fred W. Adams, advertising and merchandising director
- E. B. Brogan, advertising manager
- John H. McGuckin, merchandising manager

ADVERTISING EXPENDITURES

Rambler

	1958	1957
Newspapers	$3,690,474	$2,653,095*
Magazines	1,099,744	584,896*
Spot Television	51,750	95,420*
Outdoor	———	198,102*
Total	4,841,968	3,531,513*

*Includes expenditures on Rambler, Nash and Hudson, the latter two names now dropped.

Metropolitan

	1958	1957
Newspapers	$ 42,472	$ 30,436
Magazines	2,298	———
Total	44,771	30,436

KELVINATOR DIVISION

MARKETING PERSONNEL

Sales

- H. L. Travis, sales vp
- E. B. Barnes, general sales manager
- J. M. Tenney, assistant sales manager
- W. L. Hullsiek, merchandising manager
- H. A. Valencourt, sales manager, wholesale marketing, distributors
- J. V. Donohue Jr., sales manager, wholesale marketing, zones

Advertising

- W. E. Saylor, advertising and sales promotion director
- J. T. Stone, manager, special merchandising services
- Lyle Schultz, assistant sales promotion and advertising director

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 141,830	$ 42,588
Magazines	268,444	341,510
Farm Publications	———	43,200
Spot Television	———	9,640
Total	410,274	436,938

American Telephone & Telegraph Co.

American Telephone & Telegraph Co., New York, the 28th largest national advertiser, invested an estimated $24,000,000 in advertising during 1958, of which $19,919,231 was in measured media. In 1957, AT&T and its affiliates spent $25,000,000 in advertising, including $20,919,489 in measured media.

Consolidated net sales increased to $6,771,403,000 in 1958 from $6,313,833,000 in 1957. Net income rose to $952,305,000 from $829,779,000 in 1957. AT&T attributed the gain to increased efficiency of operations, stepped-up marketing activities and higher rates for various telephone company affiliates. The company reported that over-all sales and earnings in 1958 were good despite a "slowdown" in the rate of telephone growth in the early months of the year. This slowdown, the company reported, was a backwash from the general economic slump of 1957.

In December, 1958, AT&T announced it would recommend a 3-to-1 split in its stock. The announcement of the stock split, which increased the number of AT&T shares from about 78,000,000 to more than 200,000,000, stunned the stock market and propelled the utility's value to more than $200 per share.

■ AT&T, the largest corporate entity in the world, has 20 subsidiaries and affiliates which, combined, virtually dominate the U.S. telephone industry. The company's vast corporate structure includes the principal telephone operating companies in the U.S.; Bell Telephone Laboratories, the major research arm of the company; a nationwide web of long distance lines; and the nation's No. 1 maker of telephone equipment, Western Electric Co.

Sales for Western Electric in 1958 were $2.1 billion, off from $2.4 billion reported for 1957. Sales to Bell System companies in 1958 were $1.5 billion, compared with $1.8 billion the preceding year. Profits for Western Electric in 1958 reached $85,936,000, up from 1957 earnings of $84,608,000.

■ AT&T's principal research division, Bell Laboratories, is one of the largest research organizations in U.S. industry. In addition to extensive development and research projects for the U.S. government, Bell Laboratories tests, develops and designs new communication devices for industry and the consumer.

Last year Bell Laboratories developed and tested several new products for business and household telephone users, including (1) a home communication system in which one can answer the door-

VITTORIO DE SICA
RICHARD CONTE
DAN DAILEY
JACK HAWKINS
THE FOUR JUST MEN

bell from any telephone in the house and talk with the person outside, (2) a centralized chime-or-bell signal by which the user can select either a regular telephone ring or a soft chime and (3) the "call director" business telephone, which eliminated much of inter-office switching and transfer calls.

Other projects in the testing stage include "dataphone" service that permits transmission of various kinds of data over regular and long distance lines as well as over private lines; panels of telephone equipment which can be built into desk drawers or kitchen cabinets; and a new, smaller telephone which has been tested and will go into production in 1959.

■ Bell System's principal consumer service is its nationwide network of telephone toll lines.

During the year, AT&T reported that telephones in use increased to some 54,700,000 in 1958, a gain of about 2,500,000 from the preceding year. Long distance conversations in 1958 rose to 2.8 billion, about 5% more than in 1957. In addition, the company reported that long distance dialing facilities —Direct Distance Dialing—had been extended to about 20,000,000 customers.

In 1958, AT&T and its affiliates shaved about $1,000,000 from their advertising budget, which went from an estimated $25,000,000 in 1957 to $24,000,000 in 1958. The cutback was attributable primarily to the cancelation in June, 1958, of its half-hour dramatic series, "Telephone Time" over ABC-TV, and its 17-year-old network radio series, "Telephone Hour" over NBC Radio.

In July, the company launched a radio campaign over Mutual Broadcasting System to plug "after 6 p.m." long-distance calls. The radio campaign marked AT&T's first extended Mutual sponsorship and also its first major investment in newscasts. Although AT&T dropped its regularly-sponsored television schedule in 1958, it continued in network television with four one-hour science specials in color over CBS and NBC networks. AT&T's network television expenditure in 1958 came to $1,190,176, compared with $3,277,929 in 1957.

■ AT&T and its affiliates poured the biggest share of the 1958 ad budget into magazines, spending $7,544,546 in the medium. The company's magazine expenditure broke down this way: Western Electric telephone equipment, $1,308,775 in general magazines and $141,526 in farm publications; Bell Telephone System, $4,663,803 in general magazines and $200,497 in farm publications; Bell Telephone System, classified directory, $729,335 in general magazines, and Bell System general promotion, $725,073 in magazines.

A big share of the company's magazine expenditure went for a month-long, all-media campaign in October boosting bedroom extension telephones. About 15 national magazines were used. Yellow Pages, a prime source of income for Bell System companies, also received heavy backing in magazines.

■ The company's $4,880,608 newspaper budget, except for $255,784 spent for AT&T institutional and Western Electric Co. advertising, was spent by the affiliated AT&T telephone companies. Here's a breakdown of major newspaper spenders:

Bell Telephone Co. of Pennsylvania, $288,179; Chesapeake & Potomac Telephone Co. (combined), $336,388; Cincinnati & Suburban Telephone Co., $85,227; Illinois Bell Telephone Co., $267,133; Indiana Bell Telephone Co., $95,978; Michigan Bell Telephone Co., $223,655; Mountain States Telephone & Telegraph Co., $89,272; New England Telephone & Telegraph Co., $122,765; Southern New England Telephone Co., $129,628; New Jersey Bell Telephone Co., $229,468; New York Telephone Co., $822,910; Northwestern Bell Telephone Co., $188,085; Ohio Bell Telephone Co., $237,262; Pacific Telephone & Telegraph Co., $586,148; Southern Bell Telephone Co., $508,766; Southwestern Bell Telephone Co., $334,221, and Wisconsin Telephone Co., $79,739.

■ Similarly, AT&T affiliates accounted for the major share of 1958's $4,710,800 appropriation for spot tv. The breakdown:

AT&T, $24,540; Pennsylvania, $663,630; Chesapeake & Potomac, $257,940; Illinois Bell, $117,200; Indiana Bell, $54,820; Michigan, $233,030; Mountain States, $158,610; New England, $200,490; New York, $570,520; Northwestern, $188,830; Ohio, $292,870; Pacific, $1,134,560; Southern, $515,010; Southern New England, $20,860; Southwestern, $194,960, and Wisconsin, $82,930.

Of $633,303 spent in outdoor advertising during 1958, the following affiliates accounted for the major share: Pacific, $121,470; Southern, $118,000, and Southwestern, $133,280.

■ Advertising expenditures by AT&T and affiliates during 1958 went in support of three major marketing objectives (1) to boost residence extensions and color phones at home and in business places, (2) to promote use of long distance lines ("Isn't there someone you'd like to hear—right now?") and (3) to promote the use of Yellow Pages.

In 1958, AT&T continued its longtime agency relationships. N. W. Ayer & Son, New York, has handled all advertising except Yellow Pages for the utility giant since 1908. Classified advertising has been a Cunningham & Walsh, New York, account for more than 25 years.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 4,880,608	$ 4,444,880
Magazines	7,544,546	7,455,621
Farm Publications	488,798	462,624
Business Publications	471,000	510,200
Network Television	1,190,176	3,277,929
Spot Television	4,710,800	4,088,300
Outdoor	633,303	679,935
Total Measured	19,919,231	20,919,489
Total Unmeasured	4,080,769	4,080,501
Estimated Total Expenditure	24,000,000	25,000,000

ROCK ISLAND-DAVENPORT MOBILE TAMPA
NEW HAVEN-HARTFORD STAG BEER TOLEDO
AMARILLO CONTINENTAL OIL CO. FRESNO
SYRACUSE NEW ORLEANS SUN OIL COMPANY
E F. & M. SCHAEFER BREWING CO. BURLINGT
NVER STANDARD OIL CO. OF TEXAS ROSWE
PHILADELPHIA DREWRYS LIMITED, U. S. A.
T LAKE CITY CHICAGO THE KROGER COMP
EL PASO DETROIT VOLKSWAGON DEALERS
E CROSLEY STATIONS: CINCINNATI, INDIANAPO
AND DAYTON, ATLANTA, COLUMBUS! LANSING
SANDURA CO. (SANDRAN) SAN FRANCISCO
FLINT CAROLINA POWER & LIGHT NORFOLK
FIRST FEDERAL SAVINGS & LOAN OF MIAMI
UQUERQUE DUKE POWER & LIGHT TERRE H

Walking off with Sales Honors

ITOL CITY BANK OF BATON ROUGE CHARLO
DIEGO LOUISVILLE [illegible] DS-KALAMA
ME FEDERAL SAVINGS [illegible] SHREVEPO
AR [illegible] SACRAMENTO LUBBO
AVERSE CITY CADILLAC BIRMINGHAM ORLA
EVANSVILLE SOUTH BEND-ELKHART BOISE

I T C

INDEPENDENT
TELEVISION
CORPORATION

488 MADISON AVE. NEW YORK 22 • PLAZA 5-2100

AMERICAN TELEPHONE & TELEGRAPH CO.
New York

MARKETING PERSONNEL

SALES AND MARKETING

James W. Cook, vp, sales and marketing
S. F. Damkroger, assistant vp, sales
R. F. Landry, assistant vp, market development

Advertising

S. B. Cousins, vp, public relations
J. V. Ryan, assistant vp, in charge of advertising
John A. Howland, advertising manager, print media
Will Whitmore, advertising manager, sales promotion
W. E. Haesche Jr., advertising manager, radio & television

ADVERTISING AGENCIES

N. W. Ayer & Son, New York—all advertising except classified directory—Vance Babb, account supervisor; Beverly Smith, Jerry Jordan, Robert Zabel and Henry Baker, account representatives.

Cunningham & Walsh, New York—classified directory—Russell K. Jones, account supervisor; Earl Schultz, account executive.

NEW ENGLAND TELEPHONE & TELEGRAPH CO.
Boston

MARKETING PERSONNEL

E. F. Ardiff, assistant vp, marketing
T. M. Hennessey, vp, public relations
F. A. Barrett, assistant vp, public relations
R. W. Stokes, general information manager, advertising
W. B. Blake, advertising manager

ADVERTISING AGENCY

Harold Cabot & Co., Boston—all services—Edward Chase, account executive.

SOUTHERN NEW ENGLAND TELEPHONE CO.
New Haven

MARKETING PERSONNEL

W. W. Wren, vp, public relations
R. A. Loring, assistant vp, public relations, in charge of advertising
H. M. Bossa, public information manager, advertising

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Boston—all services—George F. Cozzens, account executive.

NEW—*Innovations developed by Bell Laboratories, research division of American Telephone & Telegraph Co., included "call director" business telephone, which eliminates much inter-office switching and transfer calls. Big news of 1958 at AT&T was 3-for-1 stock split, as sales rose 7% to $6.77 billion.*

WISCONSIN TELEPHONE CO.
Milwaukee

MARKETING PERSONNEL

J. H. Paige, vp, public relations, merchandising
K. R. Boyer, assistant vp, in charge of advertising
E. R. Hanauer, advertising manager

ADVERTISING AGENCY

Cramer-Krasselt Co., Milwaukee—all products.

ILLINOIS BELL TELEPHONE CO.
Chicago

MARKETING PERSONNEL

O. W. Tuthill, general manager, merchandising
Hale Nelson, vp, public relations
W. A. Lehnert, advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago—all services—L. R. Hawley, account executive.

NORTHWESTERN BELL TELEPHONE CO.
Omaha

MARKETING PERSONNEL

Sales

N. S. Spears, assistant vp, merchandising and sales

Advertising

Glenn Allen, vp, public relations
H. L. Frentress, assistant vp, advertising
W. J. Sweeney, advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn—all services.

SOUTHWESTERN BELL TELEPHONE CO.
St. Louis

MARKETING PERSONNEL

Sales

M. B. Smith, general merchandising manager

Advertising

Douglas Williams, vp, public relations
S. R. Trottmann Jr., general advertising manager

ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all services—J. H. Leach, account executive.

MOUNTAIN STATES TELEPHONE & TELEGRAPH CO.
Denver

MARKETING PERSONNEL

Sales

D. D. Phelps, marketing director

Advertising

Andrew Horan, vp, public relations
H. C. Martin, assistant vp, advertising
S. J. Boulier, general advertising manager

ADVERTISING AGENCY

Rippey, Henderson, Bucknum & Co., Denver—all services.

PACIFIC TELEPHONE & TELEGRAPH CO.
San Francisco

MARKETING PERSONNEL

Sales

Guy P. Wallick, vp, marketing

Advertising

W. G. Chaffee, vp, public relations
H. L. Bright, assistant vp, advertising
D. A. Davis, general advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, San Francisco—all services.

NEW YORK TELEPHONE CO.
New York

MARKETING PERSONNEL

Sales

O. T. MacMillan, vp, merchandising

Advertising

Kennerly Woody, vp, public relations
P. D. Taylor, assistant vp in charge of advertising
E. L. Monser, advertising manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—all services—R. H. Schmelzer, account executive.

NEW JERSEY BELL TELEPHONE CO.
Newark

MARKETING PERSONNEL

Sales

P. N. Trowbridge, general marketing manager

Advertising

J. B. McCullen, vp, public relations
J. H. Connolly, assistant vp, in charge of advertising
J. D. Simpson, general advertising manager

ADVERTISING AGENCY

Reach, McClinton & Co., New York—all services—D. R. Mayer, account executive.

BELL TELEPHONE CO. OF PENNSYLVANIA
Philadelphia

MARKETING PERSONNEL

H. T. Inman, vp, public relations
George Ireland, vp, merchandising
J. D. Johnson, assistant vp in charge of merchandising advertising
M. B. Christy Jr., public relations manager, advertising
E. A. Skinner, general merchandising supervisor, advertising

ADVERTISING AGENCY

Gray & Rogers, Philadelphia—all services—for Bell Telephone Co. of Pennsylvania and Diamond State Telephone Co., Phila.—J. B. Gray and E. H. Rogers, account executives.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF WASHINGTON
Washington, D. C.

MARKETING PERSONNEL

H. D. Fangboner, assistant vp
R. E. Graham, general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia, all services—A. B. Wheeler, account executive.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF MARYLAND
Baltimore

MARKETING PERSONNEL

Sales

R. B. Alexander, assistant vp, marketing

Advertising

N. P. Worthington, assistant vp
J. V. Dyer, general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—A. B. Wheeler, account executive.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF VIRGINIA
Richmond

MARKETING PERSONNEL

Sales

J. P. Frazee, general sales manager

Advertising

H. D. Wilkins, assistant vp
H. H. Moore, general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—A. B. Wheeler, account executive.

CHESAPEAKE & POTOMAC TELEPHONE CO. OF WEST VIRGINIA
Charleston

MARKETING PERSONNEL

Sales

W. B. Ellis, general sales manager

Advertising

F. K. Woods, assistant vp
J. L. Fordyce, general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services.

CHESAPEAKE & POTOMAC TELEPHONE COMPANIES
(Combined)
Washington, D. C.

MARKETING PERSONNEL

W. J. McManus, vp, public relations
R. K. Wheat, assistant vp, public relations, in charge of advertising

AMERICAN TELEPHONE & TELEGRAPH CO.
LONG LINES DEPARTMENT
New York

MARKETING PERSONNEL

R. T. Dugan, assistant vp, marketing
E. M. Crabb, general marketing manager
Nelson Finks, advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, New York—all services.

SOUTHERN BELL TELEPHONE CO.
Atlanta

MARKETING PERSONNEL

Sales

H. G. Turner, vp, merchandising

Advertising

H. G. Booth, vp, public relations
C. L. Buckingham, general advertising manager

ADVERTISING AGENCY

Tucker Wayne & Co., Atlanta—all services—Doug Connah, account executive.

MICHIGAN BELL TELEPHONE CO.
Detroit

MARKETING PERSONNEL

Sales

W. E. Shane, vp, marketing

Advertising

W. C. Patterson, vp, public relations
E. T. Burroughs, assistant vp in charge of advertising
L. J. Haynes, general advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, Detroit—all services.

OHIO BELL TELEPHONE CO.
Cleveland

MARKETING PERSONNEL

Sales

R. C. Bailey, general merchandising supervisor

Advertising

J. J. Joseph, vp, public relations
C. O. Poleni, assistant vp in charge of advertising
D. F. Jones, general advertising manager

ADVERTISING AGENCY

McCann-Erickson, Cleveland—radio-tv only.

CINCINNATI & SUBURBAN BELL TELEPHONE CO.
Cincinnati

MARKETING PERSONNEL

E. E. Druley, vp, public relations

Top 25 Business Paper Advertisers

Rank	Advertiser	Expenditure	
		1958	1957
1.	General Electric	$ 3,284,700	$ 4,090,000
2.	American Cyanamid	2,950,000	2,955,000
3.	General Motors	2,890,000	2,919,700
4.	E. I. du Pont de Nemours	2,846,000	2,800,000
5.	U. S. Steel	2,685,900	2,021,800
6.	Merck & Co.	2,384,300	1,060,000
7.	Allis-Chalmers Mfg. Co.	2,371,100	2,496,100
8.	Allied Chemical Corp.	1,980,000	2,000,000
9.	Westinghouse	1,930,500	1,640,000
10.	Union Carbide Corp.	1,583,100	1,599,100
11.	Continental Can	1,500,000	415,000
12.	Eastman Kodak	1,500,000	1,300,000
13.	Abbott Laboratories	1,452,000	1,400,000
14.	Republic Steel	1,373,800	1,387,700
15.	Caterpillar Tractor Co.	1,323,000	1,336,400
16.	General Precision Equipment	1,277,800	273,600
17.	B. F. Goodrich Co.	1,219,200	1,231,500
18.	Bendix Aviation	1,200,000	1,125,000
19.	Colorado Fuel & Iron	1,197,400	1,209,500
20.	Eli Lilly	1,169,400	1,181,200
21.	Smith, Kline & French Laboratories	1,125,000	1,250,000
22.	Bethlehem Steel	1,110,500	698,200
23.	Aluminum Co. of America	1,100,000	589,700
24.	Dow Chemical	1,050,200	937,700
25.	Armour & Co.	1,035,500	924,600

Source: Associated Business Publications

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

5 good reasons why Fort Wayne belongs on your ad schedule!

1 **607,000 PEOPLE** who have $1,160,125,000 dollars to spend each year.
2 **$691,853,000 RETAIL SALES** Are you getting your share?
3 **GUARANTEED COVERAGE** by The News-Sentinel and The Journal-Gazette in 15 counties, including 127 prosperous cities and towns.
4 **ROP COLOR** —Any 1, 2 or 3-color combination available Monday-Saturday.
5 **MERCHANDISING AID** —Route List, Monthly Grocery Inventory, tie-in solicitation, regular and special mailings to trade.

FREE Write today! Reserve your copy of the new, fact-filled Golden Zone Market Book.

ADVERTISER FORT WAYNE APPROVED INDIANA TESTED

FORT WAYNE Golden Zone

FORT WAYNE INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent
The News-Sentinel • THE JOURNAL-GAZETTE
Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

SAS
SUD-AVIATION
SE-210-01
SAS
SAS
Delivers*

SAS advertisement prepared by Adams & Keyes, Inc. Photograph by d'Arazien

* "Sales results from our extensive SAS advertising campaign in The New Yorker Magazine have been truly excellent again this year. We readily recognize the considerable contribution that The New Yorker continues to make in our over-all success."

First Vice President, Scandinavian Airlines System, Inc.

THE
NEW YORKER
MAGAZINE

IMPORTANT

Q. What makes "U.S.News & World Report" such an important advertising medium?

A. Important readers . . . important content . . . important advertisers

Every week "U.S.News & World Report" publishes the news that is vitally important to an understanding of our national life, including world affairs.

Such news is important to everyone, of course.

Yet, there is a particular class of people—more than a million strong—the active and alert-minded people—who make it their business to be thoroughly informed. They read and use the news in "U.S.News & World Report" because they know the value of being the first to put the meaning of important news to work for them.

"U.S.News & World Report" publishes more of this essential and useful news than any other news magazine—much of it that is published nowhere else.

This news is important because it has a major effect on the people of America.

Net paid circulation now 1,136,847

Publisher's Statement to the Audit Bureau of Circulations, January-June, 1959

It touches people's pocketbooks, their business plans, their families' future, their community affairs, and their nation's well-being.

This important news attracts important people. Four out of five (79%) of all "U.S.News & World Report" subscribers hold managerial positions in business, industry, finance, government, and the professions. Their family incomes average $15,009—highest of any news magazine—highest of all magazines with more than 1,000,000 circulation.

This important news, read by so many important people, also attracts important advertisers. More pages of advertising directed to the important people in business and industry appear in the issues of "U.S.News & World Report" than in any other news magazine.

Circulation is growing, too, steadily, consistently and voluntarily as always. Net paid circulation for the first six months of 1959 averaged 1,136,847. This is 93,098 over the average for the same period in 1958. And all of it from the most voluntary sources—no premiums, no house-to-house canvassers.

Advertising Record—1st 6 months, 1959

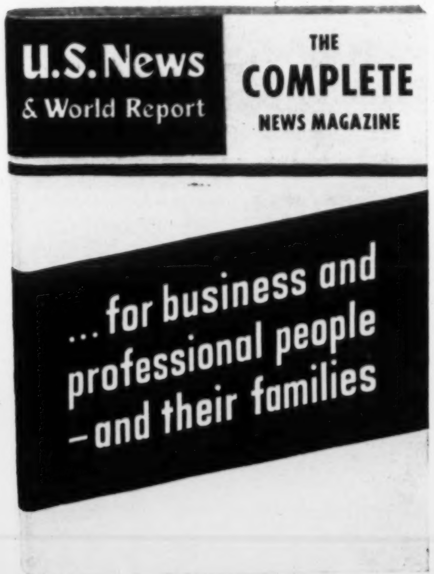
FIRST IN REVENUE GAINS

"U.S.News & World Report," with an advertising revenue gain of $1,395,169, leads all six news and management magazines for the first six months of this year over the same period in 1958. Its total of $9,324,771 is the highest for any six-month period in its history.

FIRST IN PAGE GAINS

For this same period, "U.S.News & World Report" leads the field in advertising page gains. More and more important advertisers are finding that America's Class News Magazine is their first choice for covering—and selling—America's important high-income people.

Source: Publishers Information Bureau

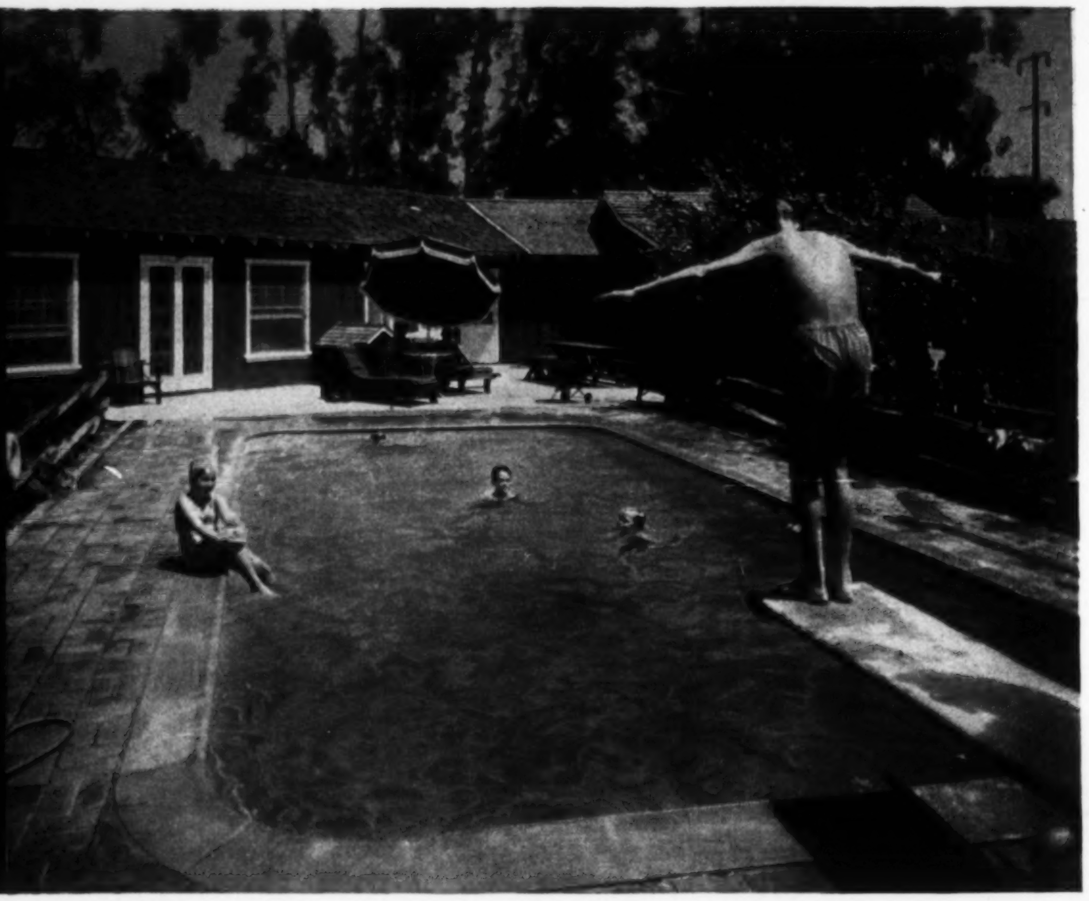


U.S.NEWS & WORLD REPORT

America's Class News Magazine

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

The Old Swimmin' Hole



The Snyders of Orange County, Calif., as featured in Farm Journal

No problem keeping these farm youngsters home . . . not with a pool in their own back yard. Things are changing fast on the farm; you'll find quite a few FARM JOURNAL families with their own swimming pools.

These pools are primarily for pleasure, but they're practical, too . . . for storing irrigation water, or as a reservoir for fire protection. Of course, no pool is really complete without all the other essentials of modern outdoor living—barbecues, picnic furniture, sports and recreation equipment.

As yet, not all farm families live like the Snyders. But every day, more and more are living this way. And most farm families look to FARM JOURNAL to help show the way.

Cool pools require cool cash, and prosperous farm families are today's most eager buyers. With $200 billion worth of assets, they can afford to satisfy lots of long-deferred desires.

Here is a major marketing opportunity. To make the most of it, remember these two important facts: Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL.

SPLASH TAKES CASH

$ *Cash* income per average farm family is up 40% in the past 10 years.

$ Based on the latest U. S. Department of Agriculture figures, the *average* farm family now spends an estimated $10,000 per year.

$ We estimate that the *average* FARM JOURNAL farm family now spends more than $12,000 per year.

Most of the best farm families depend on

FARM JOURNAL
Philadelphia 5, Pa.

the same is true among advertisers

Graham Patterson, *Publisher*
Richard J. Babcock, *President*

E. S. Kinney, general manager public relations and advertising
W. R. Berkshire, advertising manager

ADVERTISING AGENCY

Stockton, West, Burkhart Inc., Cincinnati—all products.

INDIANA BELL TELEPHONE CO.
Indianapolis

MARKETING PERSONNEL

Sales

A. B. Nail, assistant vp, marketing

Advertising

Frank Mussetter, vp, public relations
F. H. Surface, public relations manager in charge of advertising

ADVERTISING AGENCY

J. Walter Thompson, Chicago—all services—Jack Baity, account supervisor.

WESTERN ELECTRIC CO.
New York

MARKETING PERSONNEL

A. P. Clow, vp, personnel and public relations
W. M. Reynolds, director of public relations
R. V. Fingerhut, advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, New York—all services—Harry A. Spangler, account executive.

BELL TELEPHONE LABORATORIES
New York

MARKETING PERSONNEL

R. K. Honaman, director of publication
George Griswold Jr., assistant director, publication
H. S. Renne, information manager, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, New York—all services—Vance Babb, account executive.

American Tobacco Co.

American Tobacco Co., New York, is the nation's 11th largest advertiser with total expenditures in 1958 estimated at $42,000,000, of which $36,624,520 was in measured media. The previous year's expenditures were estimated conservatively at $32,000,000, of which $24,887,649 was in measured media.

Last year the company's Lucky Strike cigarets suffered the greatest drop in sales of any brand, from 52 billion to 46 billion cigarets, as reported by *Business Week*. American Tobacco, however, disputes this, saying that the decline was much less. American said that Luckies fell off by about the same percentage as regular-size cigarets generally. Despite the drop in sales (however great), Luckies maintained its position as the third largest selling brand.

■ Sales of all regular and non-filter cigarets continued to fall in 1958, with the exception of American Tobacco's Pall Mall. This brand regained its footing after a slight set-back in 1957 and continued its climb up the growth curve. Pall Mall remains the nation's second largest selling cigaret.

Sales of Hit Parade cigarets showed a 20% decline last year, according to *Business Week*. The brand lost ground despite high pressure ballyhoo for the "new" Hit Parade with 400,000 filter-traps, topping all other claims in this connection. In July, a new filter, Dual Filter Tareyton, was introduced to replace the former filter tip Tareyton. Increased sales of Dual Filter Tareyton enabled the company to report an over-all increase in its filter business for the last half of 1958.

Last month, American Tobacco introduced a new king-size menthol cigaret called Riviera. Advertising for the "air cooled" filter brand was awarded to Sullivan, Stauffer, Colwell & Bayles, which also handles the Pall Mall account, as well as two of American's cigars and a smoking tobacco brand. The Riviera was first marketed in Cleveland, Akron, Detroit, Kansas City and New Orleans.

Unit sales of American Tobacco's cigars increased last year. Sales of El Roi-Tan were up, strengthening its number one spot in the 10¢ cigar field. The 5¢ Roi-Tan cigarillo, introduced early last year showed a healthy sales volume, the company reported.

■ 1958 was the fourth successive year in which the company's net income reached a new high. The net showed a 3% rise from $57,094,650 in 1957 to $58,845,844 last year. However, earnings for the last half of 1958 were down. The company attributed this decline partly to its heavy advertising and promotion expenditures in introducing the newly styled Hit Parade and the Dual Filter Tareyton. Dollar sales of $1,103,023,397 in 1958 were up slightly from the previous year's figure of $1,098,092,746.

Total unit sales for the first three quarters of 1958 were lower than those for the comparable period of 1957, but the last quarter showed a gain. Dollar sales in the last three months of 1958 were $12,518,608 higher than those for the last quarter of 1957.

Net earnings for the first quarter of 1959 were $12,834,000, up slightly from the $12,471,000 for the like period of 1958. Sales for the same quarters jumped from $247,536,000 in 1958 to $261,566,000 in 1959. Advertising expenditures for 1959 are up slightly, with Dual Filter Tareyton and Pall Mall taking an increasingly larger slice of the budget. The promotion of Lucky Strike reportedly leveled off somewhat and Hit Parade seems to be getting less play.

■ Tv continues to get the biggest single chunk of this cigaret maker's ad budget. The end of the 1958-59 season saw two veteran CBS shows lopped off the schedule. Jack Benny parted company with Lucky Strike after 15 years on radio and/or tv and switched to Lever Bros. "Your Hit Parade," sponsored by Hit Parade cigarets, was silenced after nine years on tv. At CBS, American Tobacco has dropped "Trackdown" and will pick up alternate weeks of a new show, "Space," for Luckies. At NBC, Pall Mall continues as alternate-week sponsor of "Tales of Wells Fargo" and "M Squad." "Batchelor Father," which alternated with Mr. Benny on CBS, will move to NBC, with Dual Filter Tareytons as alternate.

Last February, American Tobacco entered the tv syndication picture in a big way, buying MCA-TV's "SA 7" in approximately 44 markets for Lucky Strike and 16 for Dual Filter Tareyton. When the "SA 7" schedule runs out in the fall, the cigaret maker will back Ziv's "Lock-Up" in about the same number of markets.

■ Next to tv, newspapers and magazines ranked highest on American's media list, with both showing sizable gains over the '57

WHEN YOU THINK OF THE SYRACUSE MARKET
--THINK OF ALL OF IT!--IT'S BIG

BIG
POPULATION
1,459,100

15 Counties | ONE-THIRD THE TOTAL AREA OF NEW YORK STATE

BIG In Transportation-Power
- 424,723 Registered passenger cars
- 47,461 Registered suburbans

BIG In Spending-Power
- $2,584,890,000 Total Buying Income

BIG In Buying-Power
- $418,268,000 Spent in 1958 for cars, accessories and equipment, gasoline and gas station services;
- $421,980,000 Spent in Food Stores;
- $103,830,000 Spent on Clothing;
- $1,715,762,000 Total Retail Sales.

*Results of Selling Research, Inc. latest Test Market Survey

AMERICA'S * Best TEST MARKET

There's one efficient way to sell ALL this BIG market. The SYRACUSE NEWSPAPERS deliver 100% saturation coverage of metropolitan Syracuse plus effective coverage—up to 76%—in the 14 surrounding counties. No other combination of media will do a comparable job at a comparable cost.

the SYRACUSE NEWSPAPERS

Represented Nationally by
MOLONEY, REGAN & SCHMITT

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 229,181 Sunday Herald-American 202,737 Sunday Post-Standard 103,496

level. More than $16,000,000 of the ad budget went to these two media.

American Tobacco ranked among the top four spot radio spenders in 1958, according to an estimate by the Radio Advertising Bureau. Approximately $4,600,000 went into this medium.

The company's 11 chewing tobacco brands were sold to a subsidiary of American Snuff Co. for an undisclosed sum in April, 1958. The chewing tobacco operation accounted for less than 1/50 of 1% of American's sales in 1957, the company disclosed.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 8,757,784	$ 5,265,110
Magazines	7,586,980	5,986,844
Farm Publications	225,288	189,795
Network Television	11,252,180	9,346,629
Spot Television	3,018,150	3,145,930
Outdoor	1,184,146	953,341
Spot Radio	4,600,000	—
Total Measured	36,624,520	24,887,649
Total Unmeasured	5,375,480	7,112,351
Estimated Total Expenditure	42,000,000	32,000,000

PARENT COMPANY

MARKETING PERSONNEL

Sales

R. B. Walker, vp and director of sales
E. F. Mooney, sales manager
E. R. Dunning Jr., merchandising manager
A. F. Lynch, manager of sales department
J. W. Rowe, A. T. Adams, O. E. Chanslor, G. W. Kaye, field sales managers

Advertising

Albert R. Stevens, advertising manager
V. R. Boor, assistant advertising manager
K. W. Schullinger, assistant to advertising manager

AMERICAN CIGARET & CIGAR DIVISION

MARKETING PERSONNEL

Sales

A. Gordon Findlay, division vp
Harry D. Niles, sales manager, Havana cigars
R. G. Wilson, sales manager, domestic cigars

Advertising

Alan C. Garratt, advertising manager
Donald R. Dugan, assistant advertising manager
Chester A. Jackson Jr., John A. McGinn and Robert R. Zemon, advertising department

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Lucky Strike and Hit Parade—Thayer Cummings, account supervisor for Luckies. Don Rowe (radio-tv) and Richard B. March (print), account executives. For Hit Parade, Len Carey, account supervisor; Elliott Plowe, account executive.

Sullivan, Stauffer, Colwell & Bayles—Pall Mall cigarets, LaCorona and Antonio y Cleopatra cigars and Half and Half smoking tobacco—Clifford Spiller, account supervisor; Brooks Elms, account executive and Arthur T. Castillo, assistant account executive. Riviera cigarets—Clemens F. Hathaway, vp and account supervisor, and Arthur T. Castillo, account executive.

Lawrence C. Gumbinner Advertising Agency—Herbert Tareyton and Dual Filter Tareyton cigarets and Roi-Tan cigars—Milton Goodman, account supervisor; Graeme McLeod, Paul Gumbinner and Stanley Evans, account executives.

Anheuser-Busch Inc.

Anheuser-Busch Inc., St. Louis, is the nation's 49th largest advertiser, with total expenditures estimated by Advertising Age at $16,000,000 in 1958, including $12,063,530 in measured media. This compares with 1957 total expenditures estimated at $15,000,000, of which $9,438,976 was in measured media.

The company, which wrested first place in beer sales from Schlitz in 1957, strengthened its position at the top still further in 1958 by boosting sales 14% to a record 6,982,022 bbls. The year's gain of 864,238 bbls. was the largest by far of any of the nation's brewers. Sales of second-place Schlitz slipped 2% to 5,893,000 bbls.

■ Gross sales for Anheuser-Busch exceeded $300,000,000 for the first time in 1958, rising to $331,723,834, compared with $293,531,822 in 1957. Net earnings after taxes were $10,836,306, up from $9,777,599 in 1957.

Still on the rise, the company had the highest first quarter in its history this year, selling 1,637,413 bbls.—a 20% increase over the first quarter of 1958. Gross sales rose to $78,415,107, compared with $66,838,037 the previous first quarter. Net profits were $2,216,249, up from $2,199,896 in the 1958 first quarter.

In the first half, earnings rose to $6,181,395 on net sales of $141,406,503, compared with $5,961,406 on sales of $123,154,699 in the previous first half.

The company reported that sales of 834,393 barrels in June, 2,208,759 bbls. in the second quarter and 3,845,000 bbls. in the first half represented the highest sales for any month, quarter, or first half in the company's history. The first half sales total was up 15% over a year earlier.

■ A big factor in Anheuser-Busch's upsurge in 1958 was the rapid expansion of Busch Bavarian, a regional popular price beer which more than doubled its sales last year to a figure estimated by Advertising Age at 800,000 or 1,000,000 bbls.—possibly more. In the first five months of 1959, AA learned, Busch Bavarian barrel sales were more than double the corresponding period in 1958.

Busch Bavarian, for which distribution has been expanded steadily since its introduction in Kansas in 1955 and in Missouri and Illinois in 1956, was introduced into new markets in Texas, Mississippi, Louisiana, Alabama, Georgia, Tennessee and Florida in 1958. The beer is now sold in all or parts of 15 states. Rounding out the list are Iowa, Kansas, Maryland, Oklahoma and South Carolina.

In addition to the spectacular growth of Busch Bavarian, the company's major product, Budweiser premium beer, also showed solid gains in 1958, backed by an advertising expenditure reported by the company at $12,000,000. That expenditure is being increased slightly in 1959. The total company advertising budget for 1959 is up 7% over 1958.

Anheuser-Busch does not reveal barrel sales of individual brands, but Advertising Age estimates roughly the following breakdown, based partly on conversations with trade sources close to the picture:

These Exclusive Editorial Strengths...

Full access to the great building news resources of our publishers, F. W. Dodge Corporation, whose vital services to the building industry include *Dodge Reports, Sweet's Catalog Files,* and national *Dodge Construction Statistics.*

A large and skilled editorial organization—including editors on both coasts. (For a description of their high qualifications in architecture, engineering, journalism and building industry economics, ask for our folder, "Editors for Architects—and Engineers in Building".)

100% editorial concentration on the building market's two biggest buying influences: architects and engineers—with every page reflecting *their* information needs, experiences, education, professional interests and activities.

Editorial content continuously timed and balanced with the aid of Dodge Reports to be of top value to architects and engineers in terms of the work on their boards.

...give Architectural Record

MOST POWER TO HELP YOU SELL!

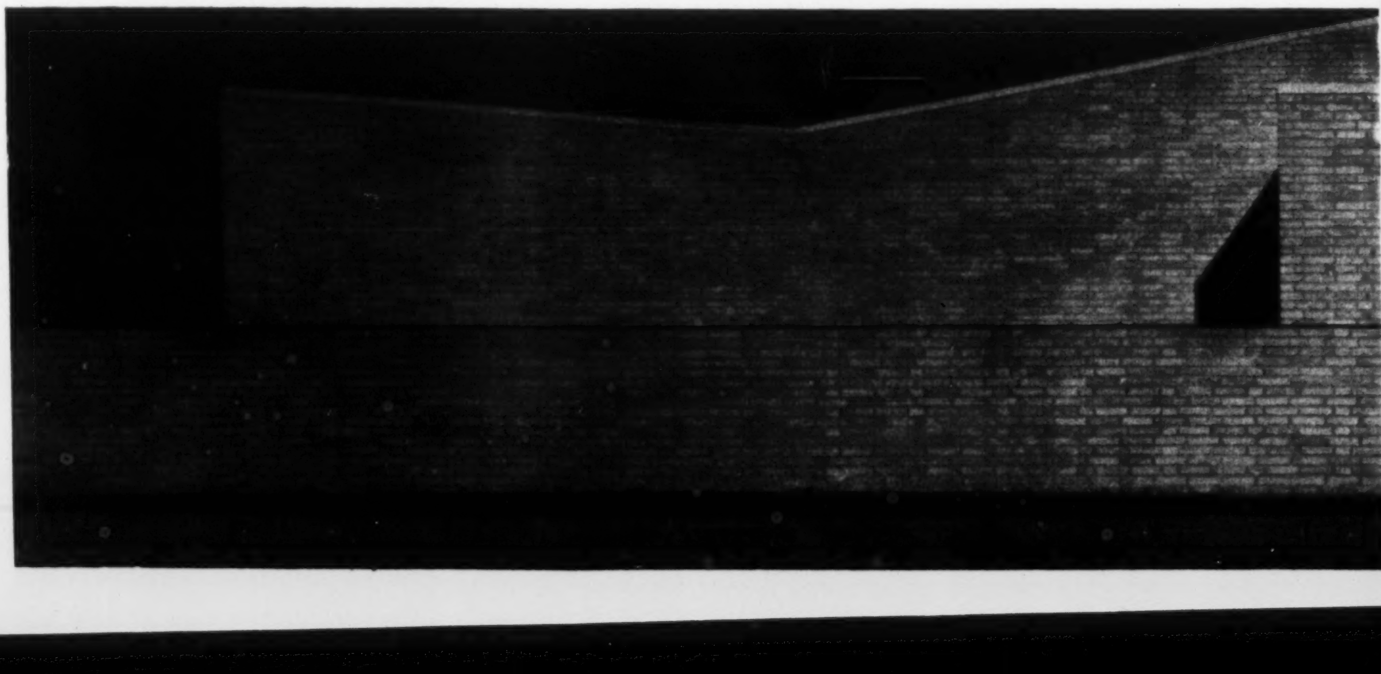
✓ The largest number of architect and engineer subscribers ever made available to advertisers by an architectural magazine.

✓ Steady reader preference—as shown by 124 out of 139 studies among architects and engineers SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND THEIR AGENCIES.

✓ By far the highest renewal percentage in the field.

✓ Verifiable coverage of over 88% of the total dollar volume of all architect-planned building—nonresidential and residential, small and large.

✓ Recognition of Architectural Record by advertisers and readers alike as the building industry's foremost magazine marketplace. Year after year more building product adver-



	Bbls. Sold 1958	1957
Budweiser	5,900,000	5,525,000
Busch Bavarian	800,000	400,000
Michelob	175,000	175,000
Regal	* 125,000	———

* This estimate is only for the last three quarters of 1958, since Anheuser-Busch did not acquire Regal until March of that year.

Anheuser-Busch's share of the beer market was 8.3% in 1958, up from 7.25% in 1957 and 6.8% in 1956. The figure for the first quarter of this year increased to 8.6%.

■ The company now produces Budweiser, Busch Bavarian and Regal (brewed in a Miami plant purchased last year) in cans, bottles and draft, and Michelob premium beer in draft only. The company also makes and markets pharmaceutical baker's yeast, frozen eggs, corn syrups, grain products and refrigerated cabinets. And it owns the St. Louis National League Baseball Club (Cardinals).

The company has long been a leading brewer but its sales and earnings upsurge of the past several years began in 1956, when the marketing operations were reorganized and a marketing committee was formed, headed by William Bien, vp, marketing. Mr. Bien, who "fathered" the committee, previously had served briefly as general sales manager. Sales and earnings had dropped for two successive years prior to the reorganization. The record shows:

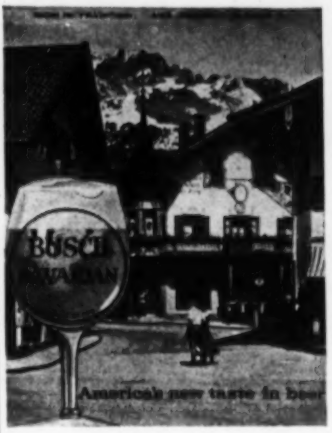
	Bbls. Sold	Net Sales	Earnings
1953	6,711,222	$237,003,969	$13,232,549
1954	5,828,760	215,923,244	12,752,975
1955	5,616,793	201,718,743	8,026,152

Since the 1956 reorganization, and resultant improvement in marketing coordination, sales—and earnings—have moved upward with increasing momentum:

	Bbls. Sold	Net Sales	Earnings
1956	5,864,034	$214,692,297	$ 9,751,671
1957	6,116,077	227,224,930	9,777,599
1958	6,982,022	257,112,548	10,836,305

■ The sales increases were achieved despite a brewing industry trend that has been generally down or barely holding its own (industry sales were down nearly 1% in 1957 and up a half of 1% in 1958).

The Anheuser-Busch marketing committee includes, in addition to Mr. Bien (pronounced Bayne), Walter T. Smith Jr., vp of advertising, sales promotion and merchandising; T. C. Burrows, general sales manager, brewery division; E. H. Vogel Jr., sales manager, regional brands; F. R. Haviland Jr., director of business planning; Claude C. Focardi, assistant to vp, marketing.


BUSCH BAVARIAN
America's new taste in beer

SALES SURGE—*Four-color r.o.p. ads ran in newspapers for Busch Bavarian popular price beer as it doubled sales to an estimated 1,000,000 bbls. in 1958 and helped hike Anheuser-Busch's lead as the No. 1 U. S. brewer in sales.*

■ President August A. Busch Jr. stated in his annual report that Anheuser-Busch has more than 900 independent wholesaler distributing points, through which 80% of the company's beer was sold in 1958. The remainder, he said, was through 15 company-owned and operated branches. He reported that 82.6% of Anheuser-Busch volume was in package beer. Of this, 50.7% was in cans and 59.5% was in cans and nonreturnable bottles.

The company's purchase of the Miami Regal brewery from American Brewing Co. in March, 1958, resulted in a filing of a complaint by the U. S. Attorney General, alleging that the effect of the purchase is to lessen competition in the sale of beer in Florida and seeking to require Anheuser-Busch to divest itself of the plant. The company will contest the suit.

The complaint stated that before the acquisition Anheuser-Busch was the second largest seller of beer in Florida and accounted for 21% of the total beer sold there in 1957. The Miami Regal brewery was credited as third largest, with 12%.

Anheuser-Busch operates breweries in St. Louis, Newark and Los Angeles, in addition to Miami. And a new $20,000,000 plant was completed in Tampa, Fla., in June. It produces Budweiser and Michelob.

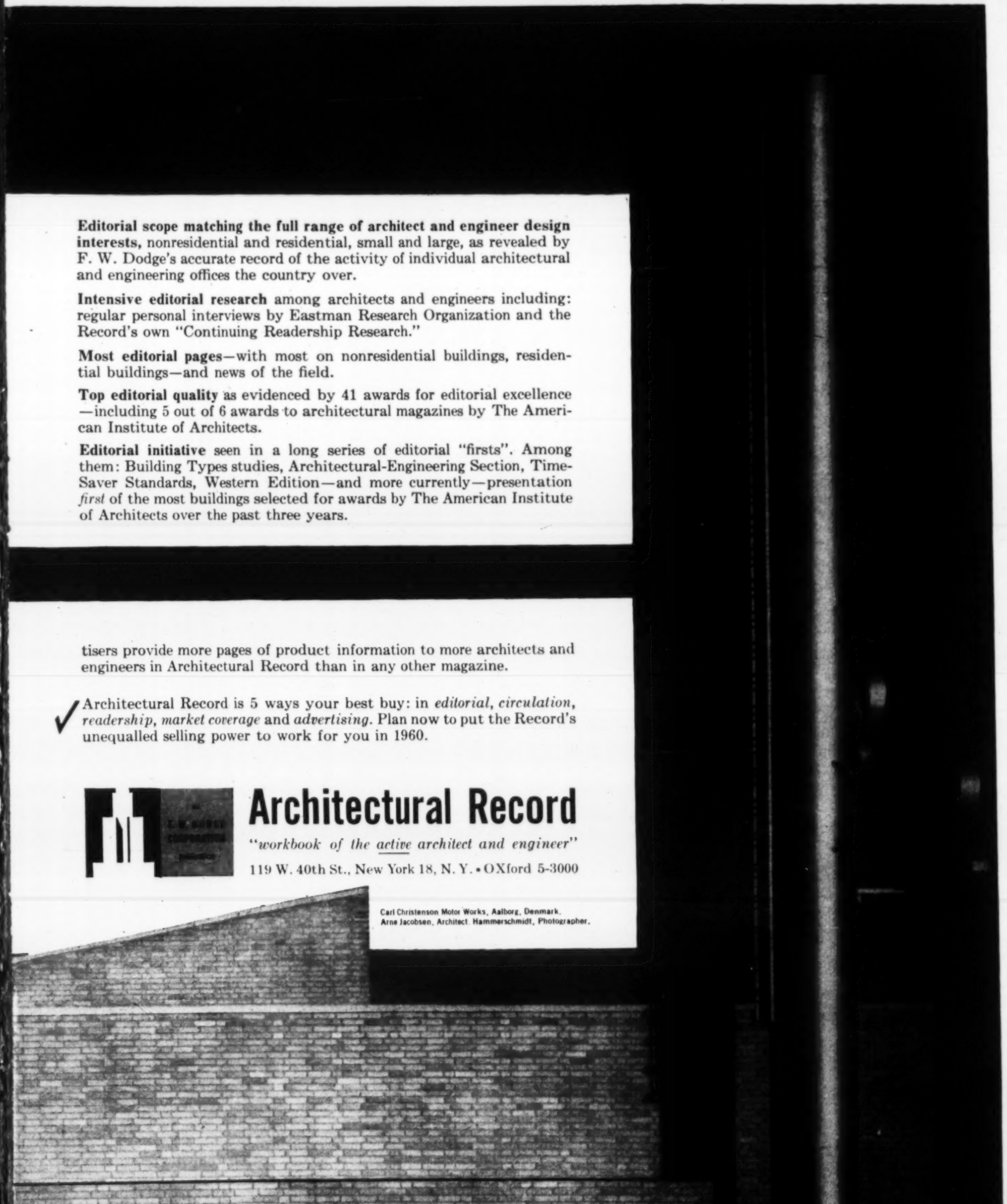
■ The company, a heavy user of outdoor and spot television, boosted its investment in outdoor by a half million to $4,145,503 in 1958. Spot tv took $3,058,000. Budweiser advertising is handled by D'Arcy Advertising Co., which continues a 42-year client relationship. Gardner Advertising Co. has handled Busch Bavarian since its inception. Both are St. Louis-based agencies.

Major management change of 1958 was the appointment of Walter T. Smith Jr. as vp of advertising, merchandising and sales promotion. Formerly he was vp of purchasing.

ADVERTISING EXPENDITURES

Estimated Total Expenditure	16,000,000	15,000,000
	1958	1957
Newspapers	$ 1,479,731	$ 1,381,452
Magazines	1,462,906	1,379,185
Business Papers	116,700	100,000
Spot Television	*3 305,170	2,921,080
Spot Radio	1,800,000	**———
Outdoor	4,145,503	3,657,259
Total Measured	12,310,010	9,438,976
Total Unmeasured	3,689,990	5,561,024

*Includes Anheuser-Busch Inc., $3,058,690;


Editorial scope matching the full range of architect and engineer design interests, nonresidential and residential, small and large, as revealed by F. W. Dodge's accurate record of the activity of individual architectural and engineering offices the country over.

Intensive editorial research among architects and engineers including: regular personal interviews by Eastman Research Organization and the Record's own "Continuing Readership Research."

Most editorial pages—with most on nonresidential buildings, residential buildings—and news of the field.

Top editorial quality as evidenced by 41 awards for editorial excellence —including 5 out of 6 awards to architectural magazines by The American Institute of Architects.

Editorial initiative seen in a long series of editorial "firsts". Among them: Building Types studies, Architectural-Engineering Section, Time-Saver Standards, Western Edition—and more currently—presentation *first* of the most buildings selected for awards by The American Institute of Architects over the past three years.

tisers provide more pages of product information to more architects and engineers in Architectural Record than in any other magazine.

✓ Architectural Record is 5 ways your best buy: in *editorial, circulation, readership, market coverage* and *advertising.* Plan now to put the Record's unequalled selling power to work for you in 1960.

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Carl Christenson Motor Works, Aalborg, Denmark.
Arne Jacobsen, Architect. Hammerschmidt, Photographer.

Anheuser-Busch Distributors, $246,480. The 1957 spot tv total includes Anheuser-Busch, $2,792,410; Anheuser-Busch Distributors, $128,670.
****Not measured in 1957.**

MARKETING PERSONNEL

William E. Bien, vp—marketing

Sales

T. C. Burrows, general sales manager, brewery division
E. H. Vogel Jr., sales manager, regional brands
J. P. Reed, eastern sales manager
S. I. Lewis, southern sales manager
J. A. Huebner, central sales manager
John Flanigan, western sales manager

Advertising

Walter T. Smith Jr., vp—advertising, merchandising, sales promotion
R. E. Krings, advertising manager
Walter Reisinger, advertising manager, regional brands
E. F. Schmidt, merchandising manager
K. D. Fowler, sales promotion manager

ADVERTISING AGENCIES

D'Arcy Advertising Co., St. Louis—(Budweiser and Michelob beers)—Harry W. Chesley, account supervisor; James B. Orthwein and John C. Macheca, account executives.

Gardner Advertising Co., St. Louis—(Busch Bavarian beer)—John C. Naylor, account supervisor; Frank E. Heaston and Frank X. Fuchs, account executives.

Tally Embry Inc., Miami (Regal beer)—Tally Embry, account supervisor.

Top 25 Farm Paper Advertisers

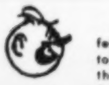
Rank	Advertiser	Expenditure 1958	1957
1.	General Motors Corp.	$ 1,630,801	$ 1,823,911
2.	Ford Motor Co.	1,565,603	1,892,689
3.	International Harvester Co.	1,514,069	1,115,422
4.	American Cyanamid Co.	988,110	1,493,218
5.	J. I. Case Co.	976,974	453,828
6.	Massey-Harris-Ferguson	868,205	520,093
7.	Chas. Pfizer & Co.	723,697	994,445
8.	Ralston Purina Co.	714,472	541,913
9.	Deere & Co.	616,972	659,083
10.	Goodyear Tire & Rubber Co.	549,883	539,243
11.	American Telephone & Telegraph	488,798	462,624
12.	Chrysler Corp.	444,463	466,705
13.	Allis Chalmers Mfg. Co.	442,285	586,954
14.	Eli Lilly & Co.	442,280	201,056
15.	Firestone Tire & Rubber Co.	425,313	467,969
16.	R. J. Reynolds Co.	401,126	335,209
17.	General Electric Co.	376,481	360,442
18.	Rexall Drug Co.	367,225	445,851
19.	Champion Spark Plug Co.	352,410	356,396
20.	DeKalb Agricultural Assn.	351,916	329,757
21.	General Mills	336,491	581,962
22.	New Holland Machine Co.	333,802	307,598
23.	Olin Mathieson Chemical Corp.	333,014	279,794
24.	Standard Brands	327,016	188,007
25.	Phillips Petroleum Co.	324,679	265,023

Source: Farm Publication Reports

Armour & Co.

Armour & Co., Chicago, is the nation's 48th biggest advertiser, with total expenditures in 1958 estimated by ADVERTISING AGE at $16,200,000. Of this, $11,008,129 was in measured media. In 1957, Armour invested an estimated total of $16,000,000 in advertising, of which $10,705,242 was in measured media.

WTRF-TV STORY BOARD



After a 20-year absence this fellow returned to his home town and, while walking down the main street, met an old friend.

"Hello, Joe," said the traveler. "After traveling for 50,000 miles, my wife and I have returned to America for a rest."

"Yes," answered Joe. "I have followed your travels from the jungles of Africa to the deserts of China, from the swamps of New Zealand to the peaks of the Andes. Say, tell me, what are you hunting for?"

"I'm not hunting for anything," whispered the traveler. "I'm trying to lose my wife."

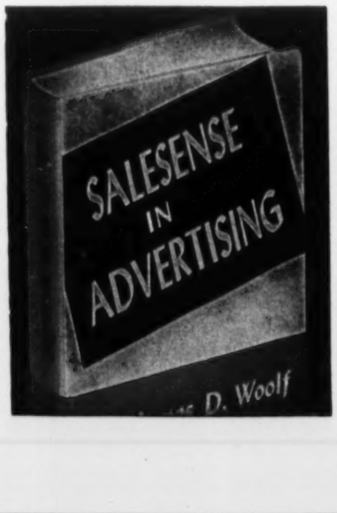
● You don't have to go to such extremes to find a good market for your products. A spot campaign on WTRF-TV will reach a 36-county area where 2 million people have a spendable income of $2½ annually. The George P. Hollingbery people will show you how easily and economically you can reach this market. Call them today.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

135 Woolf articles

in handsome library edition

SALESENSE IN ADVERTISING is a careful collection of 135 of the best-liked of the more than 500 widely-read articles James D. Woolf has written for *Advertising Age*. Handsomely bound in cloth. Profusely illustrated. Woolf, for 32 years Creative Director of the Western Division of J. Walter Thompson Co., is well-qualified to express his ideas in this provocative volume. What makes this book different are the things that make Woolf different . . . an undying interest in people, an abiding faith in common sense and human dignity, a great impatience with stupidity, and the ability to express himself so clearly and forcefully that what he writes is instructive and enjoyable at the same time. Price, $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. for "Salesense In Advertising," available on five days' approval.



Although Armour suffered a drop in sales last year, the giant meat packer experienced a marked gain in net earnings—exactly the opposite from Swift & Co., Armour's strongest rival, which had record sales and a big decrease in earnings. Armour's earnings hit $5,559,542, a gain over earnings of $3,370,270 in 1957. Sales dropped to $1.85 billion, down 4.4% from $1.93 billion in 1957.

For the first six months of this year, Armour earnings jumped to $4,525,866, compared with $2,100,378 in the previous first half. Sales in the first half amounted to $922,339,498, up from $892,314,283 in the first half of 1958.

■ The most important marketing development at Armour occurred last February when the company merged its soap and canned foods divisions. The division, which is called the Armour grocery products division, sells and markets 22 canned meat products, Dash dog food, Dial soap and shampoo and Liquid Chiffon.

The key personnel of the new division are J. M. Hoerner, general manager; G. W. Munro, assistant general manager; Robert B. MacLean, marketing director; D. L. Duensing, manager of advertising and merchandising, and G. M. Keller Jr., national sales manager.

Along with creating the new division, Armour moved the advertising for Dash dog food and the canned meats from N. W. Ayer & Son to Foote, Cone & Belding—a shift of some $3,000,000 in billings. FC&B has handled the advertising for Dial soap and shampoo and liquid Chiffon for many years. Ayer will continue to place advertising for all other Armour food products.

Armour said the grocery products division was organized "to unify our efforts and improve our performance in those products which are primarily shelf items in food stores."

■ Kenneth L. Skillin, Armour ad director, created a stir in the advertising field last December when he disclosed that the company had been buying advertising for food products through its six regional offices at local rates. Mr. Skillin said that local media had approached the Armour regional managers with offers to sell space and time at local rates, and, in some cases, the advertising was purchased. The company paid its agency, N. W. Ayer & Son, the usual 15% commission, in cases where the media did not compensate the agency, Mr. Skillin said.

Such media buys never did become widespread, and Mr. Skillin since has told AA that many of the media which originally offered Armour the local rate have since changed their minds.

Earlier this year, Armour started marketing Princess Dial, a new cosmetic beauty soap, in Denver, using tv spots and newspapers to promote it. The company also introduced three new Pan O'Gold chicken products—half frying chicken, drumsticks and thighs, and breasts, in New York, Chicago, Philadelphia, Providence and Sacramento.

■ Armour is the world's second largest meat packing company. Although Swift & Co. has higher sales and earnings than Armour, ADVERTISING AGE estimates that Armour invested more in advertising last year than Swift did—$16,200,000 for Armour, compared with $15,000,000 for Swift.

In addition to food products, Armour is a major producer of soaps (Dial and liquid Chiffon), chemicals, pharmaceutical products and fertilizers. The company has estimated that it has more than 12% of the toilet soap dollar market.

Not all Armour soaps have done as well as Dial, however. Armour Suds and Chiffon soap flakes have been discontinued within the last year. On the other hand, Armour announced last month that it will begin marketing new Gentle Chiffon in Chicago and Milwaukee.

■ Earlier this year, Armour bought Pfaelzer Bros., Chicago, purveyor of meats to hotels, clubs and restaurants throughout the U. S. Operations will continue as the Pfaelzer Bros. division of Armour, under the direction of the three Pfaelzer brothers, Monroe, Ellard and Leonard.

On the personnel side, R. W. Mank was named general manager of Memphis Packing Co., succeeding M. F. Strauss, who retired. W. D. Reese was promoted to sales manager of Pittsburgh Provision & Packing Co., succeeding H. B. Cooper, who died. J. B. Teel was named sales manager of the company's southwest regional area, and W. B. Johnson was named assistant marketing director of the dairy, poultry and margarine division.

During the year, Armour consolidated its fatty acids, fatty nitrogen and ammonia divisions into Armour Industrial Chemical Co., with headquarters in Chicago. After purchasing a nitrogen plant in Selma, Mo., Armour changed the name of its Fertilizer Works, Atlanta, to Armour Agricultural Chemical Co.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,225,387	$ 3,188,021
Magazines	2,648,145	1,926,181
Farm Publications	247,553	314,527
Business Publications	1,035,500	924,600
Network Television	3,532,737	3,853,642
Spot Television	738,350	470,030
Outdoor	80,457	28,241
Spot Radio	500,000	*
Total Measured	11,008,129	10,705,242
Total Unmeasured	5,191,871	5,294,758
Estimated Total Expenditure	16,200,000	16,000,000

*Spot radio not measured in 1957.

ARMOUR & CO.-GENERAL OFFICES

MARKETING PERSONNEL
All located in Chicago

Advertising

Kenneth L. Skillin, advertising director

Economic Research

K. E. Miller, manager

Public Relations

E. L. Heckler, manager
Edward G. Gold, assistant manager

FOOD DIVISION

Chicago

MARKETING PERSONNEL

Advertising

N. C. Peltier, general manager
T. A. Mayfield, merchandising manager

Marketing and Sales

J. C. Mommsen, general sales manager, Armour Foods
Earl Clements, assistant general sales manager, Armour Foods
R. M. Dall, general manager, fresh meats
W. M. Elder, manager, trade relations
J. O. Epeneter, general manager, refinery
T C. Gordon, general manager, special products
John Phillips, marketing director, special products
R. E. Rogers, sales manager, special products
J. R. Herd, general manager, processed meats
Samuel Teitelman, general manager, new products and marketing services
L. H. Van Dan Acker, general manager, by-product sales
Lloyd Woodall, vp and general manager, dairy, poultry & margarine
C. C. Tatham, assistant general manager and marketing director, dairy, poultry & margarine
W. B. Johnson, assistant marketing director, dairy, poultry & margarine

Regional Sales

W. A. Coon, vp and general manager, western area (located in San Francisco)
L. F. Sanboeuf, sales manager, western area
B. E. Hoover, vp and general manager, southeast area (Atlanta)
J. J. McInerney, vp and general manager, north-central area (Pittsburgh)
H. E. Stepp, vp and general manager, northeast area (New York)
T. R. St. John, vp and general manager, southwest area (Dallas)
J. B. Teel, sales manager, southwest area
Jack Thomas, vp and general manager, midwest area (Omaha)
A. L. Hare, sales manager, midwest area

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Dial soap and Dial shampoo, liquid Chiffon, Dash dog food, canned meats, Glad soap, chemical and industrial advertising—William R. Forrest, management representative; James W. Cameron, account supervisor (Dial soap and shampoo, liquid Chiffon, chemical and industrial products); Dave Ofner, account executive (liquid Chiffon, chemical and industrial products); W. C. Pool, account executive (Dial soap and shampoo, Princess Dial); John L. Rigotti, account supervisor (Dash dog food, Glad soap and canned meats); E. E. Scuras, account executive (canned meats); Robert Imel, account executive (Dash dog food).

N. W. Ayer & Son, Chicago—dairy, poultry and margarine; frosted meats; refinery division; smoked meats including ham and bacon; fresh, dried and smoked sausage; casings; beef division; advertising for miscellaneous departments and divisions, and all advertising for all Armour regional marketing units—Howard Rose, account supervisor; T. W. Prescott, account supervisor (processed meats); Russell G. Brown, account executive (special products); J. R. Lee, Joseph Gerbl and J. R. Modisett, account executives (processed meats); Fred Charlton, account supervisor (dairy, poultry & margarine division, special products division); Lynn Werner, account executive (dairy, poultry & margarine, refinery division); Charles Kennedy, account executive (special products); Russell Behr, account executive (feed additives).

ARMOUR AGRICULTURAL CHEMICAL CO.

Atlanta

MARKETING PERSONNEL

W. E. Shelburne, president
J. Harry Varner, advertising manager

ADVERTISING AGENCY

Liller, Neal, Battle & Lindsey, Atlanta—Armour fertilizers and chemicals—William W. Neal, account supervisor.

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 80,090	$ 72,980
Farm Publications	47,073	47,131
Newspapers	138,813	——
Business Publications	8,000	——
Spot Television	73,700	——
Total Measured	347,746	120,111

ARMOUR ALLIANCE INDUSTRIES

Alliance, O.

MARKETING PERSONNEL

C. B. Johnson, general manager
R. C. Hepple, marketing director

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—all products—James Cameron, account supervisor; Dave Ofner, account executive.

ARMOUR GROCERY PRODUCTS DIVISION

Chicago

MARKETING PERSONNEL

J. M. Hoerner, general manager
G. W. Munro, assistant general manager
Robert B. MacLean, marketing director
D. L. Duensing, manager, advertising and merchandising
G. M. Keller Jr., national sales manager

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—Dial soap and Dial shampoo, liquid Chiffon, Glad soap, canned meats, Dash dog food—William R. Forrest, management representative; James W. Cameron, account supervisor (Dial soap & shampoo, liquid Chiffon); John L. Rigotti, account supervisor (Dash dog food, canned meats, Glad soap and new products); W. C. Pool, account executive (Dial soap and Dial shampoo); Dave Ofner, account executive (liquid Chiffon); E. E. Scuras, account executive (canned meats); Robert Imel, account executive (Dash dog food).

ARMOUR INDUSTRIAL CHEMICAL CO.

Chicago

MARKETING PERSONNEL

M. E. Lewis, general manager
E. A. Michals, advertising manager

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—all products—James W. Cameron, account supervisor; Dave Ofner, account executive.

ARMOUR LEATHER CO.

Chicago

MARKETING PERSONNEL

C. L. Heselton, general manager
Philip W. Kenyon, general manager, sole leather division (Williamsport, Pa.)
Frank R. Lemp, general manager, upper leather division (Sheboygan, Wis.)

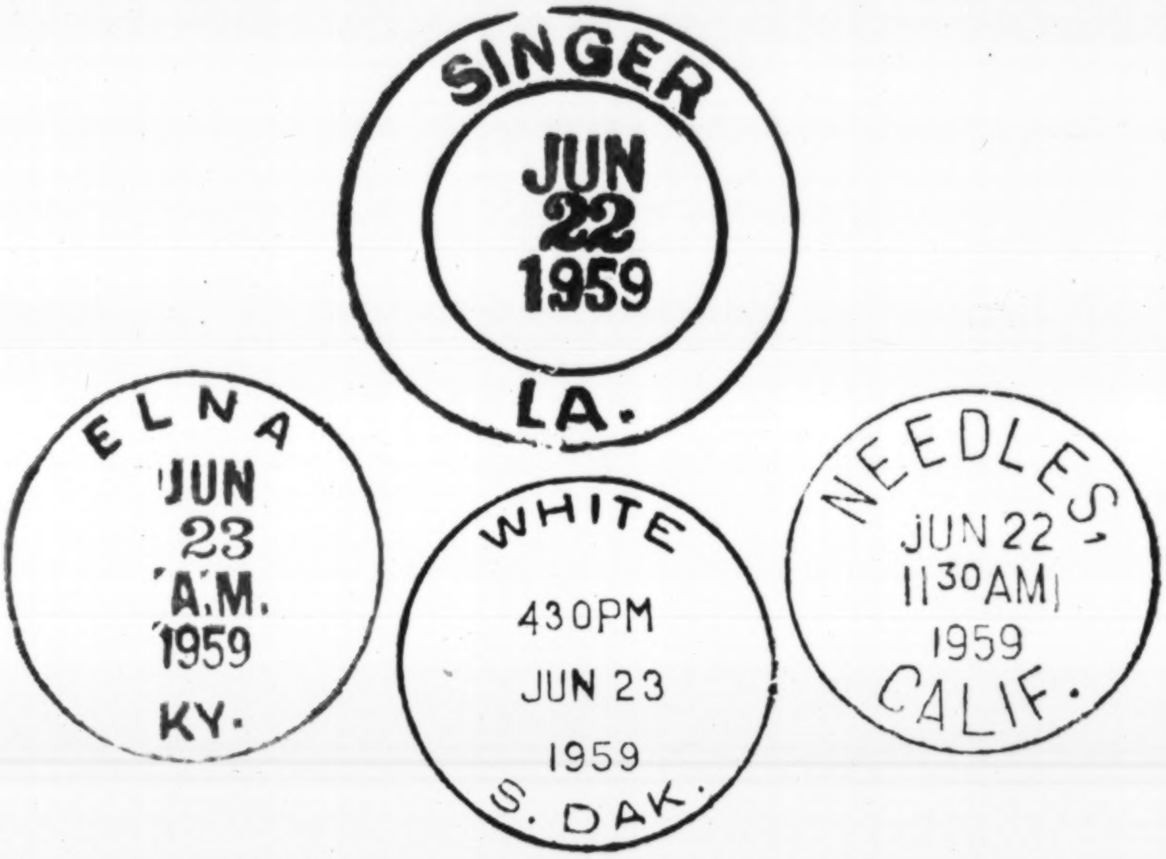
ARMOUR PHARMACEUTICAL CO.

Chicago

MARKETING PERSONNEL

Robert A. Hardt, president

The postmarks are actual reproductions



Responsiveness is the pattern GRIT sets and 467,000 pattern sales prove it!

GRIT readers, responding to a weekly feature in the Women's Section, bought more than 467,000 patterns last year. That's a parcel of patterns. Mathematically, it's at the rate of 1279 a day, seven days a week. This year, though, the orders are coming in at the rate of 1600 a day, seven days a week.

One of GRIT's traditional patterns, at card rates, is the responsiveness of its readers. In this year's Survey Contest, for example, with prizes totalling only 500 dollars, 21,061 GRIT readers mailed entries. This responsiveness is for sale to any advertiser.

A small investment buys a big GRIT campaign . . . and no other publication can do what GRIT does to give you *balanced national coverage.*

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER

C. W. Tarbet, marketing director
Earl Winebrenner, advertising manager

ADVERTISING AGENCY

Jordan, Sieber & Corbett Inc., Chicago—all advertising for Armour Pharmaceutical Co.—C. R. Jordan, account supervisor (veterinary products); F. J. Corbett, account supervisor (pharmaceutical products); Paul Sieber, art director; Alfred O. Davies, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Farm Publications ..$	48,314	$ 67,121
Total Measured	48,314	67,121

JACOB E. DECKER & SONS
Mason City, Ia.

MARKETING PERSONNEL

P. J. Thogerson, general manager
L. P. Green, sales manager

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago—all products—Howard Rose, account supervisor.

DRUMMOND PACKING CO.
Eau Claire, Wis.

MARKETING PERSONNEL

J. A. Goldammer, general manager

ADVERTISING AGENCY

N. W. Ayer & Son, Chicago—all products—Howard Rose, account supervisor.

MEMPHIS PACKING CO.
Memphis

MARKETING PERSONNEL

R. W. Mank, general manager
H. F. Ferguson, sales manager

ADVERTISING AGENCY

Merrill Kremer Inc., Memphis—all products—Ernest Lee, account supervisor.

PITTSBURGH PROVISION & PACKING CO.
Pittsburgh, Pa.

MARKETING PERSONNEL

V. T. Scheffler, general manager
W. D. Reese, sales manager

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh—all products—William Genge, account supervisor; Clyde Fisher, account executive; D. F. Williams, account assistant.

Armstrong Cork Co.

Armstrong Cork Co., Lancaster, Pa., is the nation's 89th largest advertiser. Its estimated total expenditure in 1958 was $8,000,000, of which $5,554,121 was in measured media. In 1957, total expenditures were estimated at $7,000,000, of which $4,695,133 was in measured media. Current expenditures are running ahead of last year's.

1958 was a record year for the company, reversing the downward sales trend of 1956 and '57. Sales reached an alltime high of $249,859,203, up 2% from the $246,528,518 achieved in '57, and slightly above the previous alltime high of $249,385,639, racked up in 1955.

Net earnings surged ahead to $13,607,382, a whopping 23% increase over 1957's earnings of $11,069,782. These were the second highest earnings in the company's history, the highest being $14,542,289 in 1955.

The sales trend continued to spiral upward for the first three months of 1959. Sales were $66,883,000, up 15% over the $57,949,000 for the same period last year. Earnings were $4,326,000, a record for any quarter in the company's history and 62% greater than the first quarter of last year.

■ The company's foreign subsidiaries had combined sales, expressed in U.S. dollars, of $23,325,000 in 1958, up 9% from 1957 sales of $21,401,000. Combined earnings in '58 were $891,000, an increase of 42% over the $628,000 earned in 1956.

Armstrong makes more than 350 different types of products for both consumer and industrial use. They fall generally into three main groups—resilient flooring and building materials; industrial specialties; packaging materials. The flooring division is No. 1 in the industry. These three areas include:

- Building materials: (1) Resilient flooring, floor and wall coverings including vinyl Corlon and other plastic sheet goods, Excelon vinyl-asbestos and other resilient tiles, linoleum, printed felt-base floor coverings, and Deltox fibre rugs; (2) residential and commercial ceilings, including a complete line of mineral fiber and Cushiontone fiberboard acoustical materials; (3) residential insulation products, including Temlok sheathing, shake and shingle backer-boards, Roof Deck, other decorative fiberboard materials and insulating wool; and (4) a variety of industrial and commercial insulation products.

- Industrial specialties: used by manufacturers in the automotive, transportation, textile, shoe, electrical, air-conditioning and furniture industries. These products perform gasketing, sealing, bonding, frictional, filtering, noise-damping and many other functions.

- Packaging products—glass containers, prescription ware, plastic vials, food jar caps and beverage crowns used in six product areas: food; medicinal and health; household, chemical and industrial; toiletries and cosmetics; beer and soft drinks; wine and liquor.

■ Major factors in making 1958 a record year, according to the company, were "effective cost reduction, the introduction of new products, wide diversification of product lines, and aggressive selling and merchandising." In reviewing the year, it was pointed out in the annual report that: "the combination of new and improved products, efficient manufacturing, and imaginative merchandising demonstrated again that it is possible to counter a downtrend in general business."

The most important new products introduced in '58, in the company's opinion, were high-quality plastic floorings and high-style additions to the line of acoustical ceilings.

Among the product innovations were: A new vinyl Corlon plastic sheet flooring, called Tessera, featuring colored vinyl cubes set in translucent vinyl; an acoustical tile, called Classic Cushiontone, with lace-like design; new colorings and designs in decorative Temlok ceiling tile; a fissured mineral fiber acoustical tile, called Golden and Silver Travertone, with metallic colored highlights; a random perforated mineral fiber tile, named Deluxe Minatone, that produces an unbroken patter effect when installed; and a metal pan acoustical product, called Gridtone, which has a three-dimensional ceiling design.

Also, a low-temperature insulating material, called SE Armalite, made of foamed polystyrene that reduces fire hazard; a sheet material called Armotex composition leather, suitable for luggage, purses, belts and shoe insoles; and Uniphase Cork, a new gasket material that forms an "impervious barrier to fluids" and is highly resistant to chemicals.

■ A key link between the company and its retailers is its network of individually owned wholesale distributors with warehouse stocks across the country. This manufacturing-wholesaler relationship was started more than 50 years ago. To strengthen it in 1958, the company launched an advisory service on the recruitment, interviewing, selection and training of salesmen. Refresher courses in selling were also held in Lancaster for both new and older members of wholesaler sales staffs.

The company also accelerated its "Better Business Clinics"—programs presented by wholesaler executives to retail top management, covering a variety of subjects involved in making a retail business operate more profitably.

The company also stepped up its

Thanks to unbalanced media buys . . .

Your competition neglected

Surrounded by foodstuffs, rural America turns to the supermarket for its daily bread. One-fourth of their personal income goes to the grocery store every year . . . a figure almost identical to urban consumers.

retail credit program to assist retailers in establishing local banking arrangements to finance consumer time-payment purchases.

Also given increased emphasis were the bureaus of merchandising and retail advertising, and the bureau of interior decoration which provides custom floor designs and color schemes for customers.

■ Increased national advertising consisted of color ads in consumer magazines and Sunday supplements to sell style and beauty, plus television to demonstrate ease of installation and other dramatic features. This was the company's 41st year of magazine advertising, and its eighth year for the "Armstrong Circle Theater" (CBS-TV). The company has also sponsored a segment of the "Jimmy Dean Show" since 1957.

Through Ogilvy, Benson & Mather, the company bills about $1,250,000 for its building materials, AA estimates. Through Batten, Barton, Durstine & Osborn, which handles the flooring, industrial, glass and closure divisions as well as the "Armstrong Circle Theater," the company bills about $4,250,000, AA estimates.

The growth of foreign market opportunities led to the formation Jan. 1, 1959, of a new organization to coordinate Armstrong marketing and production outside the United States. Known as International Operations, it is headed by I. Wayne Keller as general manager, who also retains his position as controller. The new unit combines the former export division and Foreign Operations. Fred M. Ritts, who formerly headed the export division, is general manager of a new international marketing division.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 810,559	$ 382,745
Magazines	1,585,054	1,665,584
Farm Publications	44,956	51,815
Business Publications	350,000	400,000
Network Television	2,764,452	2,194,989
Total Measured	5,554,121	4,695,133
Total Unmeasured	2,445,879	2,304,867
Estimated Total Expenditure	8,000,000	7,000,000

MARKETING PERSONNEL

Sales

C. N. Painter, vp and general manager, floor and industrial operations

J. H. Binns, general sales manager, floor division

W. B. Tucker, general sales manager, industrial division

J. C. Feagley, vp and general manager, packaging materials operations

R. H. Hetzel, assistant general manager and general sales manager, packaging materials operations

H. R. Peck, vp and general manager, building materials operations

J. V. Jones, general sales manager, building products division

A. E. Pearce, general sales manager, insulation division

F. M. Ritts, general manager, international marketing division

Advertising, Promotion & Public Relations

Max Banzhaf, director of advertising, promotion and public relations

C. W. Moodie Jr., assistant director and manager of advertising and promotion

A. H. Forster, assistant director and manager of public relations and staff services department

W. A. Mehler Jr., assistant manager of public relations and staff services department

Clyde O. Hess, manager of public information section

Matthew W. Harrison, manager of employe information section

Glen Dalrymple, manager of floor division creative section

D. J. Day, manager of building materials creative section

Roy Minet, manager of industrial and export creative section

Robert Wilcox, manager of packaging materials creative section

Donald Goldstrom, manager of special promotions section

J. V. Glass, manager of art and photographic section

A. F. Rudy, manager of production and budgetary control

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—floor, industrial, and packaging materials divisions—LeRoy Dreher, account executive.

Ogilvy, Benson & Mather, New York—building materials—Douglas Bomeisler, account executive.

Beech-Nut Life Savers Inc.

BEECH-NUT GUM PEPPERMINT
BEECH-NUT FRUIT GUM
BEECH-NUT GUM SPEARMINT
Beech-Nut
BEECHIES

SUPER SALESMAN—*Beech-Nut Life Savers Inc. has sponsored ABC-TV's "Dick Clark Show" since its start in March, 1958. Beech-Nut put $2,476,177 in network tv in 1958 as sales rose 3.5% to record $114,974,768.*

Beech-Nut Life Savers Inc., New York, is the nation's 75th largest advertiser, with total expenditures in 1958 estimated at $9,800,000, of which $5,990,497 was in measured media. This was up from the previous year's estimate of $8,000,000, of which $3,899,951 was in measured media.

Appearing among the 100 leading national advertisers for the first time, the company reported net sales in 1958 at $114,974,768, up 3.5% from the $111,121,701 in 1957. The record sales, however, did not result in greater profits, largely because of the stepped-up advertising and promotional activities. Net earnings for 1958 totaled $8,121,605, a drop of 5.4% from $8,583,803 in 1957.

■ Television again got the lion's share of the budget, but the emphasis was switched from spot to network tv. Beech-Nut, which ignored network video in 1957, spent $2,476,177 in gross time costs alone in the medium last year. The company has been full sponsor of ABC-TV's "Dick Clark Show" since its inception in March, 1958, on behalf of Beech-Nut spearmint gum. During the fall of 1958, the company became alternate sponsor of ABC's "Colt .45," promoting its Beech-Nut peppermint gum. The baby foods, gums and candies have been advertised on ABC's "Operation Daybreak." Spot tv, on the other hand, was cut from about $2,180,520 in 1957 to $121,760 last year.

Another shift in advertising technique saw Beech-Nut upping its newspaper outlay from $199,619 in 1957 to $1,809,087 in 1958, while its magazine budget was halved, from $1,205,526 to $591,880. The magazine figures (supplied by Publishers Information Bureau), however, appear to be about $100,000 too low for each year; possibly because baby book expenditures were not included. Beech-Nut coffee was promoted in 50 newspapers last November with the theme "enjoy true roaster-fresh coffee every day" by keeping your Beech-Nut in the refrigerator.

■ According to figures released by Radio Advertising Bureau for the first time, Beech-Nut spent $715,000 in spot radio last year. It appears, however, that the expenditure was closer to $1,353,000. In 1957, the company spent an estimated $1,511,000 in this medium.

Outdoor received a smaller allotment last year, dropping from $214,286 in 1957 to $162,793 in 1958, based on Outdoor Advertising Inc. figures. Trade sources, however, indicate a greater decline in the outdoor budget, from about $260,000 to $143,000.

■ Both unit and dollar volume for all of the company's principal products were up last year, except for coffee, which was ahead in pounds but off in dollars because of lower prices paid growers. The gum and candy division, with

this $4 Billion food market

Farm families own a farm-full of food

. . . but they buy it by the package

Your competitor forgot. He neglected to balance his advertising media buys over the farm food market potential. That's the reason State and Local Farm Papers can offer you a relatively free hand in a four billion dollar annual food market.

Your competitor is presently trying to persuade farmers to buy primarily through slopover, urban advertising. This oversight is your opportunity to be heard—and listened to—with unusual attention.

Here's why State and Local Farm Papers are best to balance coverage. They're flexible, and can be distribution-matched. Buy them individually, in units, or as a group. They're personal, because they're written with the color and the warmth possible only with limited-area circulation. Readership runs as high as 94% on editorial matter . . . nearly as high on ads. And they are the media farmers prefer over other rural publications.

Help yourself to this four billion dollar food market with State and Local Farm Papers. They're the flexible, personal, and preferred sales medium influencing your farm customers—your competition neglected.

Find out more about the rich Farm Market . . . Explore the great sales potential it offers. Write for Booklet —"Farmland USA, America's Biggest Class Market." State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago, Illinois.

FIRST WITH FARM FAMILIES — BLANKETS FARMLAND U.S.A.
STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer-Ranchman
Arkansas Farmer
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer Stockman
Florida Grower & Rancher
Georgia Farmer
Idaho Farmer
Indiana Farmer
Kansas Farmer
Kentucky Farmer
Michigan Farmer
Mississippi Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Southern Planter
Tennessee Farmer
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

Top 25 Network TV Advertisers

Rank	Advertiser	Gross Time Expenditure 1958	Gross Time Expenditure 1957
1.	Procter & Gamble	$50,638,647	$47,046,015
2.	Colgate-Palmolive Co.	22,857,497	19,375,713
3.	Lever Bros. Co.	21,958,373	16,297,289
4.	General Foods Corp.	20,733,118	16,156,601
5.	General Motors Corp.	20,593,366	12,733,437
6.	American Home Products Corp.	20,507,683	18,535,808
7.	Gillette Co.	16,132,360	15,790,837
8.	Bristol-Myers Co.	16,072,802	12,489,954
9.	R. J. Reynolds Tobacco Co.	16,002,213	13,201,584
10.	Chrysler Corp.	14,341,471	18,915,776
11.	Ford Motor Co.	12,561,121	13,023,204
12.	American Tobacco Co.	11,252,180	9,346,629
13.	Liggett & Myers Tobacco Co.	10,849,983	8,181,373
14.	General Mills	10,790,118	8,605,872
15.	Kellogg Co.	10,290,885	7,977,785
16.	Pharmaceuticals Inc.	10,173,557	8,585,635
17.	Sterling Drug	9,919,859	4,711,351
18.	P. Lorillard Co.	9,791,226	5,194,122
19.	Brown & Williamson Tobacco Corp.	8,250,471	7,093,962
20.	National Dairy Products Corp.	6,709,514	6,644,647
21.	Radio Corp. of America	6,458,126	2,344,036
22.	Revlon Inc.	6,309,037	7,019,042
23.	Standard Brands Inc.	6,144,983	4,512,346
24.	Eastman Kodak Co.	5,937,361	3,194,715
25.	General Electric Co.	5,295,996	5,714,855

Source: Broadcast Advertisers Reports and Leading National Advertisers

prices unchanged, showed a substantial increase in unit and dollar sales. Modest gains were recorded in the food division, with baby cereals doubling in volume. The company reported favorable response to its strained fruit juices introduced last year. A new line of baby meats using Beech-Nut formulas and processed and packaged by George A. Hormel & Co. was marketed for the first time last year, under the Beech-Nut label. More products carrying the Beech-Nut and Life Savers labels were sold in 1958 than ever before.

In mid-1958, the company launched its "babyland" campaign in newspaper supplements and baby books. The ads told in verse about the "loving care" given Beech-Nut baby foods, with illustrations of chubby-faced cherubs planting, growing and packing the products. In 1959, a record volume of ads for the baby food line will appear in color in Sunday newspapers and baby-care books, as well as black-and-white in newspapers.

■ Beech-Nut broke with a long-held industry tradition. In January of last year, the company, which had adhered to the belief that nothing sells baby foods like pictures of happy babies, launched a campaign using whimsical pictures of animals on its baby cereal packages. Sales soared to more than eight times the former rate in some markets, under the impetus of heavy promotion.

Advertising for the new picture-book cereal packages included a heavy schedule of baby books, Sunday supplements and newspapers from February through April. In an introductory offer, the new packages carried a 5¢-off sticker. This was followed by a heavy mailing of cereal coupons to new mothers.

■ In December, 1958, Edward J. Noble, chairman of the board for the company and founder of Life Savers, died. In 1913, Mr. Noble had purchased the rights to the doughnut-styled mint candies and formed the Mint Products Co. in New York. The product never got off the ground, however, until it was re-named Life Savers and packaged in a new flavor-tight, easy-to-open foil wrapping. When Life Savers merged with Beech-Nut Packing Co. in 1956, Mr. Noble became chairman of the board of the new corporation. Consolidated gross sales for the new company that year totalled $122,000,000. Succeeding Mr. Noble as board chairman was Alger B. Chapman.

Several improvements were made in plant facilities last year. The gum base division was transferred from Brooklyn to a plant with newly designed equipment at the main plant in Canajoharie. High-speed equipment for packaging gum was developed and installed. A new warehouse was constructed at Canajoharie. The sales and advertising division was moved from its plant headquarters to New York earlier this year.

A treble damage suit was filed against the company in December, 1957 by Gerber Products Co., charging monopoly in the sale of baby foods in California, but the suit was discontinued last year. Another suit for treble damages, with similar charges, was filed by H. J. Heinz Co. in February, 1958 and is still pending. In April, 1959, Beech-Nut filed a counter-suit against Heinz.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,899,087	$ 199,619
Magazines	501,880	1,205,526
Business Publications	113,800	100,000
Network Television	2,476,177	——
Spot Television	121,760	2,180,520
Outdoor	162,793	214,286
Spot Radio	715,000	——
Total Measured	5,990,497	3,899,951
Total Unmeasured	3,809,503	4,100,049
Estimated Total Expenditure	9,800,000	8,000,000

MARKETING PERSONNEL

Sales

H. A. Thompson, vp in charge of gum and candy sales

Stanley R. Pomfret, sales manager for foods division

Advertising

Gordon C. Young, exec vp and director of advertising and promotion

James D. Parker, advertising manager in charge of gum and Life Savers

Donald K. Shearer, advertising manager in charge of baby food and coffee

William H. Mallison, associate advertising manager for foods division

ADVERTISING AGENCIES

Young & Rubicam, New York—Beech-Nut baby food and gum, and Life Savers, Alexander Kroll, account supervisor. Account executives for baby food, John A. Lamb; Life Savers, John S. Grier; and gum, William F. Geeslin.

Charles W. Hoyt Co., New York—Beech-Nut coffee, A. W. Fargo Jr., account supervisor; Raymond Anrig, account exec.

Borden Co.

Borden Co., New York, was the nation's 30th largest national advertiser in 1958, when it invested an estimated total of $23,500,000 on all promotion. This included $7,830,139 in measured media. In 1957, Borden's expenditure was $24,500,000, including $8,820,057 in measured media. The lower 1958 total could be traced to unexpended funds in the promotion budget: instant whipped potatoes, a new product, was not introduced as quickly nor as widely as the company had anticipated, a situation which was also true of several other new products marketed by the division, Borden Foods Co.

The company said in its 1958 annual report that its 1959 advertising budget was to be "substantially higher" than that of any previous year, and that it was geared to Borden's anticipated growth. "We plan to broaden the advertising program, make it more flexible and increase its total impact to provide forceful backing for both new and long-established products."

Borden added that it planned to use virtually all media and said the expanded program "will make it possible to strengthen the national campaign by channeling advertising into individual markets. With the flexibility thus provided, we can give stronger support to the 'right' product in the right places at the right time."

■ Two early 1959 promotions were mentioned: a national outdoor campaign for fluid milk, started in February, and increased coverage of the youth market through co-sponsorship of a second tv show called "Ruff and Reddy," which immediately precedes "Fury," the company's other Saturday morning offering on the NBC network. One aim of the outdoor drive was to serve as a "reminder bridge" linking the selling messages sent into homes via tv, radio, newspapers and magazines with the Borden promotion materials displayed in retail stores. Heavy cheese promotions are also running in 1959.

In 1958, Borden had sales of $915,024,172, a decline of 1.7% from the 1957 record figure of $931,220,662. "Involved in this decline in dollar sales were several factors," the company reported, "the most important of which was the withdrawal from several unprofitable lines of distribution." Net income last year rose to a new high of $24,612,475. This represented a 2.6% gain over 1957's $23,996,321. The 1958 return figured out to $5.06 a share as against $4.94 in 1957.

Borden earnings for the first half of 1959 amounted to $11,932,906, a gain of about 5.9% over the same period last year. First half sales this year were $456,453,156, an increase of about 1.5% over the $449,588,054 recorded in the same period in 1958. Second quarter sales were $235,808,410, up from $230,612,842 and earnings were $7,407,084 as against $7,049,981 in the second quarter last year.

■ With the completion of its "most successful year" from a profit standpoint, Borden prepared for expansion into new fields. "We are interested in further diversifying our non-milk activities in the U. S., and are planning to establish, for the first time, Borden plants in promising foreign areas for the processing of fresh milk products."

In 1958, Borden completed the consolidation of its food products and cheese divisions and organized two new regional divisions, the western and southern. Two more such divisions were formed in July. Research activities were strengthened in 1958 and several new products were introduced.

Another change last year was the appointment of an executive advertising board, consisting of the advertising director and "the five corporate officers most concerned with food marketing." The board gave a "closer executive review" of Borden food advertising. Meanwhile, it met with each of Borden's agencies to "explore and evaluate current and future programs."

■ Early last year Borden consolidated its cheese and dairy food operations into one division which was then named Borden Foods Co. It represented the merger of the Borden Cheese Co. and the Borden Food Products Co. George M. McCoy, previously exec vp of Borden Food Products, was named marketing vp for the new division. Mr. McCoy soon left Borden and was replaced by Robert E. Kahl. Sam Thompson was moved up from advertising and merchandising vp to vp in charge of industry relations, and William H. Ewen, former national advertising manager of print media, is now director of advertising and promotion, general advertising. Fred J. Board, former assistant vp for non-milk grocery products, is now vp and manager of new product planning for the division's domestic marketing.

In July, 1958, Borden Foods announced a reorganization of its domestic marketing setup. The move included regrouping the company's domestic line into three product groups: canned and nonfat dry milk and other milk-base products; non-milk grocery items; and cheese and allied refrigerated products. Andrew H. Berry was named product manager of the milk and milk-base products (evaporated and condensed milk, Starlac, malted milk, Hemo and Dutch chocolate mix). Anthony G. Carter is now marketing manager for non-milk grocery products (instant coffee, instant whipped potatoes and mince meat). George B. Moran is marketing manager for cheese and allied perishables.

In another reorganization, Borden set up an autonomous southern division, embracing dairy and food products operations in eight southern states.

■ April, 1958, saw the Borden Co. purchase Marcelle Cosmetics Inc., Chicago. Marcelle turned out the Marcelle line of hypoallergenic cosmetics, and Dermabase, a topical ointment base for skin irritations. Marcelle was integrated with the Borden pharmaceutical division. The latter division, in July, 1958, began introducing liquid Bremil nationally. An infant food formula, it was launched as a companion product to powdered Bremil. Bremil, it said, is "the closest approach to breast milk ever deloped."

In June, 1958, Borden switched its Starlac advertising from Young & Rubicam, which had had the near-$2,000,000 account since the product was test-marketed in 1947, to Dancer-Fitzgerald-Sample. Two months earlier it became known that Borden was testing instant whipped potatoes in an advertising campaign in upper New York and in the Springfield-New Haven-Hartford areas, using Lennen & Newell. Earlier this year, the product was shifted to Young & Rubicam.

■ In May, this year, Borden launched a four-month ad campaign for instant whipped potatoes, using magazines, newspapers, food trade publications and television. As of Sept. 1, the product will shift to Young & Rubicam.

Advertising money put behind some sample Borden products last year went like this: Borden instant coffee, $1,232,910 in spot tv and $190,917 in newspapers; ice cream, $491,795 in magazines, $225,438 in newspapers and $77,310 in spot tv; milk, $349,037 in magazines and $287,420 in newspapers; Starlac, $317,164 in newspapers, $267,331 in magazines and $50,950 in spot tv; and cream cheese, $218,377 in newspapers.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,093,207	$ 2,037,519
Magazines	1,884,944	2,572,495
Farm Publications	42,860	122,060
Business Publications	——	100,000
Network Television	1,860,634	2,810,739
Spot Television	1,750,940	1,049,160
Outdoor	197,554	128,084
Total Measured	$ 7,830,139	$ 8,820,057

ACTIVISM!

What is it ?

BUY A
KING-SIZE
MARKET
EL PASO
CAPITAL CITY
OF
The Fabulous Southwest

COTTON

Cotton raised in the El Paso valley
is four times the national
average yield per acre.

Further proof that El Paso
is still on the Grow.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

BALTIMORE HAS CHANGED—FAST!
AND UNLESS YOU LIVE HERE, YOUR
"MARKET IMAGE" MAY VERY WELL BE

OUT OF DATE

Time was when travelers along the eastern seaboard dreaded their arrival at the outskirts of Baltimore City. And rightly so! Fatiguing, frustrating, time-wasting traffic tie-ups were the order of the day.

But no more! In the past few years, the Baltimore area has undergone a "Reconstruction Period" all its own. A new multi-lane Beltway soon will surround the city. Another new expressway now under construction will run from the Beltway on the north directly through the heart of the city. And, a new 1.7 mile long tunnel now traverses the harbor . . . speeding travelers on their way north, east, and south, with hardly a hesitation!

Yes, Baltimore *has* changed, and fast! The Baltimore of today . . . the NEW Baltimore, is a vital, teeming, metropolitan market . . . alive, alert . . . transfigured by an influx of new families, new business, new construction. Here is a modern populace . . . people with new ideas, new interests, new desires . . . *and, the means to satisfy them!*

Compare the NEW Baltimore so clearly evident in the facts and figures shown below . . . with your own mental image of "Baltimore, 1959."

METROPOLITAN POPULATION
Estimated at 1,626,600
A 3.1% increase in one year!

HOUSEHOLDS
Estimated at 458,600

RETAIL SALES
$1,799,932,000

EATING & DRINKING SALES
$187,251,000

APPAREL STORE SALES
$99,342,000

AUTOMOTIVE SALES
235,354,000

NET BUYING INCOME
$2,964,515,000

FOOD STORE SALES
$459,578,000

GEN'L MERCHANDISE STORE SALES
$335,091,000

FUR., HSLD. & APPL. STORE SALES
$90,006,000

DRUG STORE SALES
$77,699,000

Source "Sales Management Survey of Buying Power" 1959 for The Standard Metropolitan Area of Baltimore.

The Baltimore News-Post and Sunday American delivers 54% of all the households in the major Baltimore suburban areas *every day in the week.* Over 61% on Sundays! Any wonder then that . . .

THE ***NEW*** *LEADER IN THE* ***NEW*** *BALTIMORE IS*

Baltimore News-Post
LARGEST EVENING CIRCULATION
Baltimore American
ROP FULL COLOR
Point To Shut Down
Baltimore News-Post
BIG FOOD SECTION EVERY THURSDAY

The Baltimore News-Post
Sunday American

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. • OFFICES IN 15 PRINCIPAL CITIES

Total Unmeasured	**15,669,861**	**15,679,943**
Estimated Total Expenditure	**$23,500,000**	**$24,500,000**

MARKETING PERSONNEL

- Milton Fairman, assistant vp in charge of advertising and public relations
- William B. Campbell, director of advertising
- Terry R. Rice, national advertising manager, all media
- Ronald M. Greiner, assistant national advertising manager, print media, outdoor placement and purchase
- Edward J. Peguillan, assistant national advertising manager, tv and radio
- David Reid, national manager, point of sale and promotion, outdoor creative
- George Castellani, assistant national manager, point of sale and promotion
- Paul Castellanos, manager, Elsie Enterprises, Elsie Tours, premiums
- Lyle Smith, assistant national advertising manager, coordinator for milk and ice cream
- William H. Marting, marketing research manager
- Robert E. Kahl, vp in charge of marketing, Borden Foods Co.
- William H. Ewen, director of advertising and promotion, Borden Foods Co.
- M. Tenney Hullett, manager, market research, Borden Foods Co.
- Robert J. Godfrey, advertising manager, export operations, Borden Foods Co.
- L. George Hoth, manager, advertising and merchandising, Borden Chemical Co.
- William P. Brown, manager, advertising and sales promotion, Borden Special Products Co.
- William G. Gordon, advertising manager, Pharmaceutical division (including Marcelle cosmetics), Borden Special Products Co.

ADVERTISING AGENCIES

Young & Rubicam—fluid milk, ice cream. Eagle brand condensed milk, evaporated milk, cheeses, instant whipped potatoes, Hemo and other products. George Dippy, supervisor; Peter Forsch, account supervisor.

Benton & Bowles—various products on television—Kenneth McCallister, account supervisor.

Doherty, Clifford, Steers & Shenfield—Borden's instant coffee, Pioneer ice cream division—Robert Hayes, account supervisor; James Frankenberry, account executive.

Fuller & Smith & Ross—chemical division—George Lyon, account supervisor.

Paul Klemtner & Co., Newark—prescription products division, including Marcelle cosmetics—Herbert Freet, account supervisor; Alvin Anderson, account executive.

Dancer-Fitzgerald-Sample—Starlac—Stuart Upson, account executive.

Bristol-Myers Co.

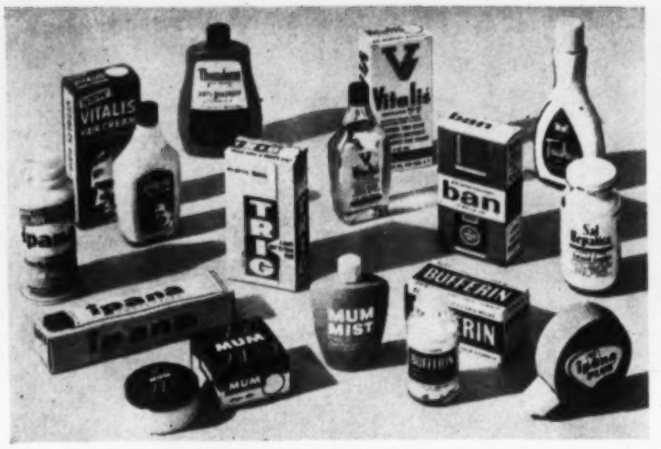
Bristol-Myers Co., New York, is the nation's 16th largest advertiser, with an estimated 1958 advertising expenditure of $31,000,000, of which $27,020,705 was in measured media. In 1957 the company spent an estimated $25,000,000, of which $23,128,481 was in measured media, and not counting an additional $5,000,000 reported separately for Grove Laboratories. The company spent $19,000,000, nearly two-thirds of the 1958 budget, on network and spot television.

Sales and earnings in 1958 set new records for the fifth consecutive year, despite the business recession, although the company acknowledges that inclusion of sales figures for Grove Laboratories (acquired in January, 1958) for the first time was the "primary factor" in producing the increase. Sales were $113,870,000, a 6% rise over the previous year, when it topped the $100,000,000 mark for the first time, and earnings were $7,235,000, compared with $6,404,076 in 1957. Per share earnings were up 31¢ to $4.38. The 1958 sales figure does not include unconsolidated foreign sales of $11,913,000. In the last ten years Bristol-Myers sales have gone from $42,777,942 to $113,870,317, while earnings climbed from $2,456,597 to $7,055,370.

■ Last year, 79.3% of the company's sales came from proprietary preparations, a 6% rise over 1957, while 17.8% of sales came from ethical drug preparations, a 6% drop from 1957. Sales from other categories—which included Rubberset and Sun Tube divisions before they were sold in 1956, and which still includes Luzier Inc. cosmetics and Kimball Mfg. Corp.—have declined from 23.2% of the total business in 1953 to 2.9% last year.

At an informal stockholders meeting earlier this year, the company reported that sales volume of the Grove Laboratories division almost equalled the record 1957 figure, when they were estimated in excess of $15,000,000. A "significant" increase was reported for the Luzier division, and international sales were reported up more than 20%.

■ It was an active year for Bristol-Myers in the areas of corporate acquisitions, changes in marketing structure and new product activity. B-M International acquired a 60-year-old small German cosmetic company, Khasana G.m.b.H. for a sum "less than $500,000," to use as an entering wedge in the European Common Market, as well as a means of marketing its own Bristol-Myers lines.



SALES ARRAY—*Entire line of Bristol-Myers' products division is shown, including Bufferin, company's No. 1 product which took about* $9,000,000 *ad expenditure in* 1958, *and Ban, leading dollar seller in deodorants, which spent* $1,900,000 *in measured media.*

Last April the company entered the hair coloring business with the purchase of Clairol Inc., now operated as a separate subsidiary. Clairol was founded in 1932 and is a leading maker of hair coloring products which are sold principally to beauty salons under the Clairol, Miss Clairol and Lady Clairol names. It has more than 400 employes. The Clairol purchase was reported made for some $15,000,000, plus 5% of sales for the next ten years for an estimated total of about $22,000,000. Shortly after the purchase B-M said it hoped to realize a $1,780,000 net within a nine month period. Clairol spent more than $1,800,000 in measured media last year.

■ The company underwent a major reorganization of marketing personnel in the products division, effective last Feb. 1, "in order to achieve maximum coordination in the over-all marketing function of the division." The products division accounts for most of B-M's advertising dollars and in 1958, after three years of sales increases of 30% or better, it experienced a "leveling" of sales.

In the marketing reorganization, the advertising, sales and merchandising groups were incorporated into the newly formed marketing division. Edward Gelsthorpe, formerly director of sales, became vp and marketing director. Under him were Donald S. Frost, vp and advertising director, and F. Harry Fletcher, vp and sales director. Subsequently, Mr. Frost was promoted to the company's general executive staff and Alfred A. Whittaker, previously vp in charge of market research, succeeded Mr. Frost.

Reporting to Mr. Gelsthorpe are John P. Kennedy and Edmund Morris, product group supervisors in charge of established Bristol-Myers brands, and Richard K. Van Nostrand, who became product group supervisor in charge of new products not yet in the test market stage. Seven product managers and three assistant product managers report to these group supervisors. Each product manager has over-all marketing responsibility for his brand assignments.

■ Manufacture and marketing of Ammens medicated powder was transferred from the products division to Grove Laboratories on Jan. 1. The same transfer was made for Minit-Rub in June, 1958.

National distribution was achieved last year for Ipana Touch-n-Brush aerosol dentifrice and Trig men's roll-on deodorant. Bristol Laboratories introduced Kantrex (kanamycin), a broad-spectrum antibiotic which has been well received and is mainly responsible for the increased sales in that division. Vacuetts, a laxative suppository, is currently in test market, and Naldecon, a nasal decongestant, was introduced in June. The company hopes to have a number of other new products in test markets before the end of this year, and plans for others are on the 1960-61 drawing boards.

■ Something over $9,000,000 may have gone into advertising Bufferin, the company's leading product. While Bayer aspirin remains the No. 1 product in the headache remedy field, Bufferin, at almost double the price, leads in dollar sales. More than $6,000,000 was appropriated for network television, $1,500,000 for general magazines, another $1,000,000 for spot tv, over $300,000 for newspaper sections and lesser amounts in other media.

Ban deodorant is probably the next heaviest advertised B-M product, and while Arrid is the No. 1 deodorant in the country and in many places Avon also sells more than Ban, the B-M roll-on product is probably the leading dollar-seller, again because of its higher price. Last year a one-oz. 73¢ size was introduced as a companion to the 98¢ 1½ oz. economy package. Among measured media, Ban spent nearly $1,900,000 in network tv, over $400,000 each in magzines and newspapers, better than $300,000 in spot tv.

Bristol-Myers has three other deodorants, Mum, Mum Mist and the new Trig which has yet to make a significant dent in the market. Trig spends roughly $1,000,000. All together, B-M deodorants account for more than 25% of that market—the largest single share. In April, the company took Ban out of Batten, Barton, Durstine & Osborn, turning it over to Ogilvy, Benson & Mather, a new agency in the B-M stable which is expected to handle some new products as well. BBDO continues with Trig and Trushay.

Bristol-Myers' dentifrices, Ipana, Ipana Touch-n-Brush, and Ipana Plus account for an estimated 10% of the dentifrice market. Ipana, some sources say, is the third ranking brand, after Colgate and Gleem. New packaging was adopted for Ipana Plus and the company attempted to recoup the harm done by poor packaging of the original product. Measured media advertising for the three Ipana dentifrices last year was in the neighborhood of $5,000,000, of which some $3,800,000 was in network television.

■ Also in the B-M product lineup is Vitalis hair tonic, which the company claims "has been the No. 1 hair tonic in dollar sales for one solid year" and "No. 1 in advertising support, too." Measured media expenditures here were $2,125,000 in network tv, $477,600 in magazines and $39,500 in spot tv.

Among the Grove Laboratories products, 4 Way cold remedies got a hefty $859,000 spot tv push last year. Other B-M products include Trushay lotion, which just received a new outer dress for the first time in 18 years; NoDoz awakener tablets, with healthy magazine ($102,000) and spot radio advertising; Sal Hepatica, Theradan, Citroid compound, Bromo Quinine cold tablets, Fitch shampoo and others.

The post of chairman of the executive committee has been unfilled since the death of Henry P. Bristol April 14.

ADVERTISING EXPENDITURES

	1958	1957*
Newspapers	$ 1,842,826	$ 3,120,537
Magazines	4,376,978	4,818,029
Farm Publications	58,769	199,719
Business Publications	123,800	100,000
Network Television	16,072,802	12,489,954
Spot Television	2,845,530	2,131,010
Outdoor	———	269,232
Spot Radio	1,700,000	———
Total Measured	27,020,705	12,128,481
Total Unmeasured	4,079,295	1,871,519
Estimated Total Expenditure	31,000,000	25,000,000

* The figures reported for 1957 do not include expenditures for Grove Laboratories totaling $5,000,000 which were reported separately in last year's tabulation. The 1958 figures include the Grove expenditures.

BRISTOL-MYERS PRODUCTS DIVISION

MARKETING PERSONNEL

- Edward Gelsthorpe, vp and marketing director
- F. Harry Fletcher, vp and sales director
- Alfred A. Whittaker, vp and advertising director
- Richard K. Van Nostrand, assistant vp and product group supervisor, new products
- John P. Kennedy, product group supervisor, Bufferin, Ban, Vacuetts, Sal Hepatica, Mum, Mum Mist
- Edmund W. Morris, product group supervisor, Ipana, Ipana Touch-n-Brush, Trig, Trushay, Vitalis, Vitalis hair cream, Ipana Plus
- Jack S. Morgan, product manager, Bufferin
- Charles Safran, assistant product manager, Bufferin
- Michael K. Doherty, product manager, Ban, Vacuetts
- Bruce J. Cokeley, product manager, Sal Hepatica, Mum, Mum Mist
- Clayton J. Rohrbach, product manager, Ipana, Ipana Touch-n-Brush, Ipana Plus
- Ray Golabiewski, assistant product manager, Ipana, Ipana Touch-n-Brush
- John Eastman, product manager, Trig, Trushay
- John R. Cookson, product manager, Vitalis, Vitalis hair cream
- John C. Nicholas, product manager, new products

Advertising

- John H. Tyner, advertising coordinator, television
- Roger C. Whitman, advertising coordinator, print and radio
- Ida C. Stewart, director of educational services

Sales

- Frank A. Muller, merchandising manager
- Robert J. Foley, director of food store sales
- George S. McMillan, vp and special assistant to sales director
- Frank R. Hale, director of chain store sales
- Irving J. Newfield, eastern sales manager
- Willis F. Huron, east central sales manager
- Carl W. Sherer, mid-Atlantic sales manager
- H. Noel Ballew, midwestern sales manager
- Richard J. Caldwell, southern sales manager

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MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
141 [illegible] Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

SIOUX CITY NEWSPAPERS
Sioux City CONSTRUCTION UP 16%
Sioux City BANK CLEARINGS UP 24%
Sioux City LIVESTOCK RECEIPTS UP 20%

PLANT YOUR ADVERTISING IN THIS FERTILE FIELD!

Siouxland — Sioux City, Iowa's 48-county trade territory — is the land of the "green thumb". Everything grows abundantly here, RETAIL SALES INCLUDED! And why shouldn't they? A $1,208,310,000 effective buying income plus the dominant coverage provided by Sioux City's daily newspapers make a mighty fertile selling field.

SIOUX CITY, IOWA AGAIN A HIGH SPOT CITY IN APRIL — Sales 19.6% over the nat'l. avg. (Sales Management)

The Sioux City Journal
JOURNAL-TRIBUNE

National Representatives — JANN & KELLEY, INC.

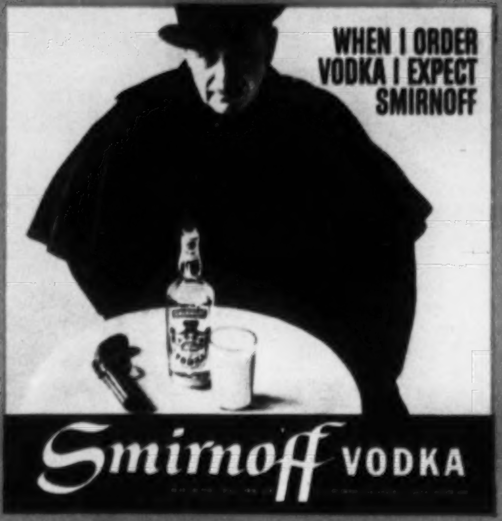
Sioux City Sunday Journal
DICK TRACY
SIOUX CITY JOURNAL-TRIBUNE
The Sioux City Journal

Is your
company
a sound investment?...... a somewhat
uncertain
investment?

You and your treasurer know. But what does your public think? Furthermore, what does your advertising encourage them to think? Many meanings are evoked by an advertisement, including some you may not have intended. Your advertising tells the reader many things. It helps him to decide whether he wants to invest in your future growth—or some other company's. Naturally the magazine in which your advertising appears can contribute measurably to the total impression that readers get. For the impact of every advertisement is modified or magnified by its setting. What *additional* impact magazines add—*and how much*—has now been determined through a technique sponsored by Fortune. Ask your Fortune representative to show you the results of this pioneering effort in qualitative research. The study was done by Social Research, Inc. A film presentation of the findings, "FORTUNE AT WORK," runs 30 minutes . . . and finally *proves* what you suspected all along. **FORTUNE**

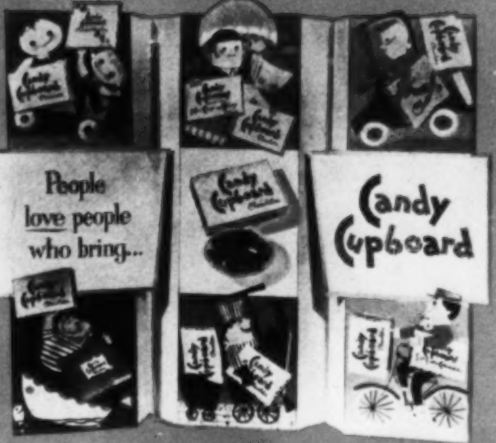
New York / Boston / Chicago / Cleveland / Detroit / Los Angeles / Philadelphia / Pittsburgh / St. Louis / San Francisco

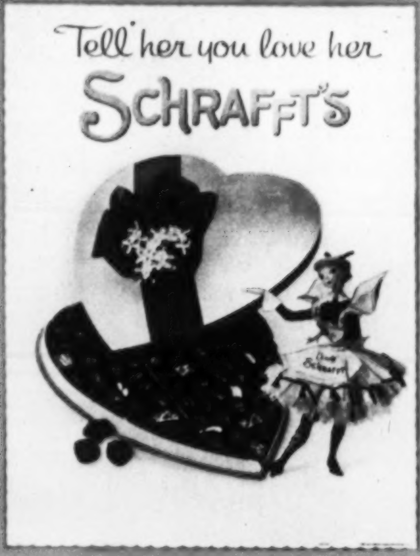
12 LPNA Awards for the 2nd year!


WHEN I ORDER VODKA I EXPECT SMIRNOFF
Smirnoff VODKA

Smirnoff Display...a dramatic idea evolved from an outstanding magazine series using movie celebrities, for G. F. Heublein, Inc. *Art direction*, H. Bramson.

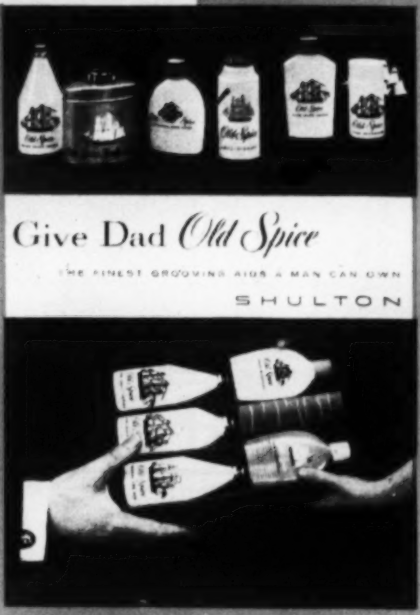
Candy Cupboard... dimensional effect achieved by ingenious design cutting and scoring. Lovell & Covel displays have won LPNA awards for five consecutive years. *Design*, Jerome D. Kramer; *art*, Mary Blair.


People love people who bring...
Candy Cupboard

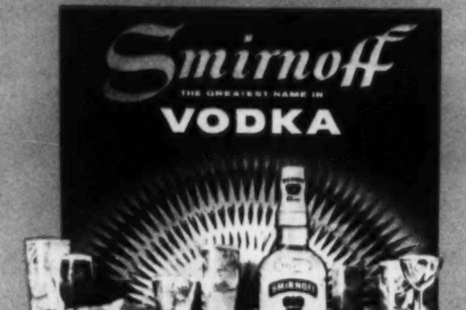

Tell her you love her
SCHRAFFT'S

Candy Schrafft ... trade character created by Einson-Freeman for W. F. Schrafft & Sons Corp. The heart box top is cut out, with "light thief" effect. *Design*, Alexander Stauff; *art*, Staples-Smith & Albert Gommi Studio.

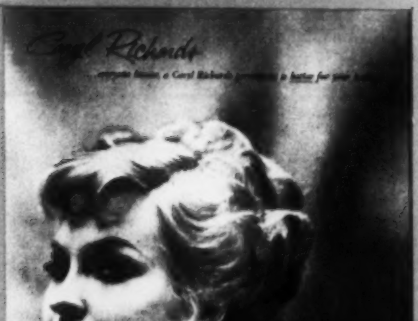
FATHER'S DAY JUNE 15


Give Dad Old Spice
THE FINEST GROOMING AIDS A MAN CAN OWN
SHULTON

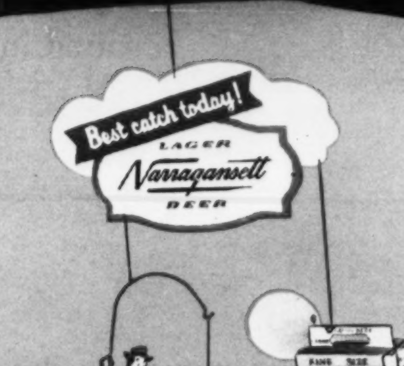
Old Spice for Father's Day . . . effective for its simplicity. A straightforward sales approach for the retailer. *Art direction*, Adam J. Grodin; *art*, Angelo Pinto.


Smirnoff
THE GREATEST NAME IN
VODKA
SMOOTHER...MORE DELICIOUS DRINKS

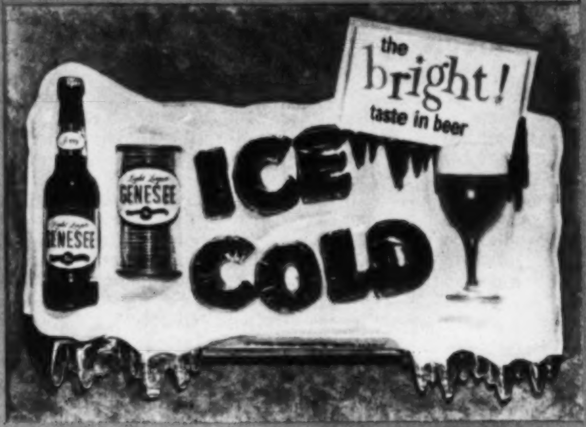
Smirnoff Aurora Borealis...motor and light display for G. F. Heublein, Inc. Rainbow-like discs turn in opposite directions, giving an effect of colorful Northern lights. *Art direction*, William Flood.


Caryl Richards

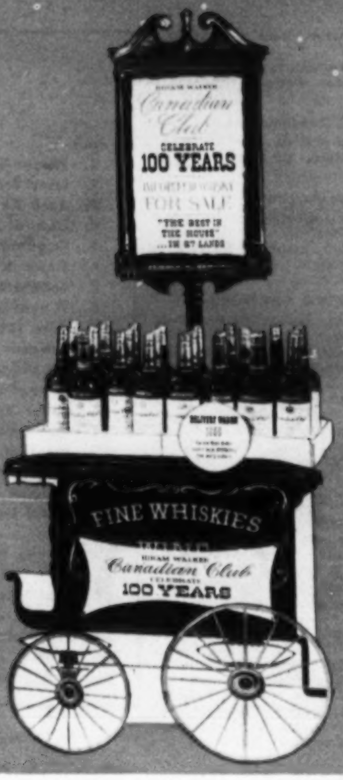
Caryl Richards... an appealing flat plane display in delicate pastel colors, with fine reproduction of an outstanding photograph. *Design*, Millco Staff; *photography*, Lillian Bassman.


Best catch today!
LAGER
Narragansett
BEER

Fisherman Mobile . . . in store display for Narragansett Brewing Co. One of a series of mobiles that are self-animated, long lived, popular with the trade. *Art direction*, William Flood.



Genesee Wall Panel... a dimensional display for Genesee Brewing Co. Lithographed on vinyl which was then vacuum formed. Colorful, long lived, and popular with the trade. *Art direction*, William Flood.



Canadian Club Wagon... floor merchandiser tied in with Hiram Walker's Hundredth Anniversary promotion, showing traditional wagon of the period. *Design*, Alexander Stauff.

The headline may seem repetitious, but it is significant.

In the 1959 Lithographers and Printers National Association competition, Einson-Freeman won twelve awards—as it did in the 1958 competition.

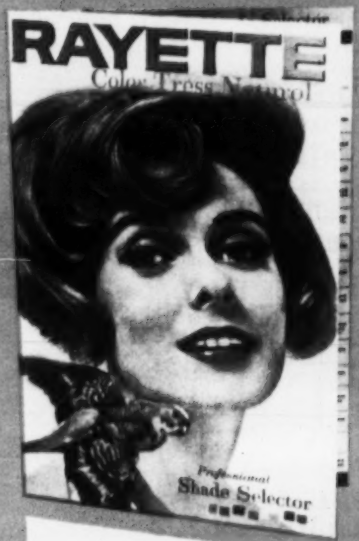
In the nine years this competition had been held, Einson-Freeman has won more awards for displays than any other lithographer. The awards juries are our competitors, display buyers, and designers—represent the collective judgment of the whole industry.

To Einson-Freeman, a display is not a printing order but a major sales tool, and part of the marketing program. Constant and sustained store research discloses the effectiveness, and the opportunities, for display. To merchandising thinking, we ally expert art directors, and complete production facilities. The whole amounts to something extra that makes any E-F display more attractive, more productive, and better value for its cost.

For further details, phone, wire or write

Einson-Freeman Co., *Inc.*

Starr & Borden Aves., Long Island City, N. Y.
166 East Superior St., Chicago • 310 West Congress, Detroit
470 S. San Vincente Blvd., Los Angeles

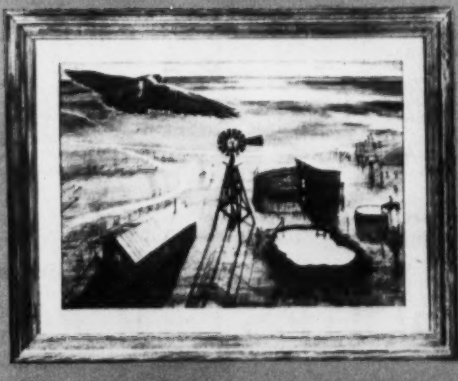


Rayette Color Selector... The Girl With The Green Hair has shock value, shows beauty shop patrons a line of hair colorings. *Design*, Einson-Freeman staff; *photography*, Jean Abbott.

Pabst
Makes
It
Perfect!

Pabst Panel... A double page advertisement in *Life* was the inspiration for this vacuum formed panel, lithographed in full color on vinyl. *Design*, Lee Mariani; *art*, Kling Studios.

"Hawk's Eye View" ... art print in eight colors, the Einson-Freeman keepsake for 1958. Peter Hurd painted it, and characterized E-F reproduction as "superb".



Robert R. Alexander, west central sales manager
George A. Lee, western sales manager
Robert O. Slaughter, western region sales manager

Product Development

John J. Clary, vp and director
Dr. Everett L. Saul, director scientific liaison

Public Relations

Lee H. Bristol Jr., director of pr, products division
George N. Burleigh, assistant director of pr, products division

ADVERTISING AGENCIES

Doherty, Clifford, Steers & Shenfield, New York—Ipana, Ipana Plus, Ipana Touch-n-Brush, Vitalis, Mum, Mum Mist—William E. Steers, account group head; Harry M. Ireland, account supervisor; Nicholas M. Evans, account executive, Ipana, Ipana Touch-n-Brush; Robert Finnie, account executive, Mum; Kenneth W. Price, account executive, Vitalis, Ipana Plus, Mum Mist; Gregory P. Fitzpatrick, account executive, New Products.

Batten, Barton, Durstine & Osborn, New York—Trig, Trushay—Thomas C. Dillon, management supervisor; Paul Russell, account group head; John Leonard, account executive, Trig, Trushay.

Ogilvy, Benson & Mather, New York—Ban—James McCaffrey, account supervisor; William Weed, account executive, Ban.

Young & Rubicam, New York—Bufferin, Sal Hepatica, Vitalis Hair Cream, Vacuetts—Thomas R. Cox, account supervisor; Robert B. Osburn, assistant account supervisor; Fred Jackson, account executive, Sal Hepatica; James Cameron, account executive, Vacuetts, Bufferin; Bob Perkins, account executive, Bufferin.

GROVE LABORATORIES

MARKETING PERSONNEL

Gene K. Foss, marketing vp
Lawrence A. Dunn, special projects manager
James Blair, new products coordinator

Advertising

Reginald Testement, advertising manager
Charles Howell, product advertising assistant, 4-Way, Minit-Rub, NoDoz
Ernest Kurtz, product advertising assistant, Fitch, Bromo Quinine
Ralph Greb, product advertising assistant, Pazo, Ammens

Sales

John P. Farrell, merchandising manager
Max C. Sisk, sales manager
Bob Thompson, assistant to sales manager
Harold Wurtele, sales supervisor
Walter Coffman, Cleveland district sales manager
Dexter Thornton, Atlanta district sales manager
Richard Jarzemsky, Chicago district sales manager
Allen Freeman, New York City district sales manager
James Russell, Los Angeles district sales manager
Arnie Wine, Washington, D.C. district sales manager

Market Research

John Richardson, market research manager

ADVERTISING AGENCIES

Gardner Advertising Co., St. Louis—Bromo Quinine, NoDoz Stay Awake Tablets—Dave Ferriss, account supervisor; Charles Butler, account executive.

Cohen & Aleshire, New York—4-Way Cold Tablets, 4-Way Liquid Cough and Cold Medication, Pazo Ointment and Suppositories, Fitch Products—Frank Brady, account supervisor; Dean Sheffer, account executive.

Doherty, Clifford, Steers & Shenfield, New York—Minit-Rub, Ammens Medicated Powder—William Holden, account supervisor; E. Payson Fairchild, account executive.

Top 25 Spot TV Advertisers

Rank	Advertiser	Gross Time Expenditure 1958	Gross Time Expenditure 1957
1.	Procter & Gamble	$33,833,060	$25,916,840
2.	Lever Bros.	16,578,860	7,642,980
3.	Adell Chemical Co.	12,339,090	4,109,800
4.	General Foods Corp.	11,020,780	8,447,900
5.	Colgate-Palmolive Co.	10,998,490	7,739,080
6.	Brown & Williamson	9,413,530	12,988,920
7.	Continental Baking Co.	9,223,910	10,190,060
8.	Warner-Lambert	8,832,990	5,690,870
9.	Miles Laboratories	7,895,950	6,392,640
10.	American Home Products	7,275,680	3,589,680
11.	P. Lorillard	6,717,450	3,018,660
12.	International Latex	5,678,510	4,722,660
13.	Carter Products	5,202,300	6,995,260
14.	Texize Chemical Co.	4,704,170	676,140
15.	Standard Brands	4,368,290	1,308,750
16.	Philip Morris	4,066,710	4,941,470
17.	National Biscuit Co.	4,022,960	5,822,320
18.	Robert Hall Clothes	3,993,850	4,928,930
19.	Coca-Cola Co. & bottlers	3,699,270	4,207,890
20.	Sterling Drug	3,645,220	8,635,890
21.	Shell Oil Co.	3,272,410	2,993,100
22.	Food Manufacturers Inc.	3,259,850	2,781,640
23.	Corn Products Refining	3,191,790	2,477,860
24.	Pepsi-Cola Co. & bottlers	3,163,040	3,038,650
25.	Andrew Jergens Co.	3,153,280	455,810

Source: Television Bureau of Advertising

BRISTOL LABORATORIES INC. ETHICAL DRUG DIVISION

MARKETING PERSONNEL

Victor T. Johnson, vp and marketing director
Charles T. Harrell, sales manager
Roland H. Noel, advertising and sales promotion manager
Thomas E. Watson, market planning manager

ADVERTISING AGENCIES

Noyes & Sproul and Burdick & Becker, New York. Product assignments for this division revolve between these two agencies. Currently, these include Kantrex, Azotrex, Tetrex and Naldecon.

CLAIROL INC.

MARKETING PERSONNEL

Richard L. Gelb, vp, general manager and treasurer
William R. Tierney, director of marketing
Bruce S. Gelb, advertising manager
Jack Shor, manager, merchandising and public relations

ADVERTISING AGENCY

Foote, Cone & Belding, New York—Leo Rosenberg, account supervisor; Frank Mayers, account executive, Clairol products.

Brown & Williamson Tobacco Corp.

Brown & Williamson Tobacco Corp., Louisville, was the nation's 26th largest advertiser in 1958 with a total expenditure of $24,752,644, an 8.3% decrease from its total 1957 investment of $27,000,000. The cigaret maker spent $21,415,081 in measured media during 1958, 8.3% less than the $23,360,346 it spent in measured media during 1957.

The company, a wholly-owned subsidiary of British-American Tobacco Co., London, does not release its sales figures to the public. However, using unit sales of cigarets as a basis for calculation, ADVERTISING AGE estimates the company's sales for 1958 at $432,416,880, a 2.2% decrease from revised estimated sales of $442,326,443 in 1957.

■ Brown & Williamson's share of market during 1958 was 10.2%, according to *Business Week* estimates, moving down to fifth place in the market as a result of P. Lorillard's vaulting from sixth to third place in share of market last year. Brown & Williamson's share of market in 1957 was 11.4%.

The company makes Viceroy, Raleigh, Kool, Wings and Du Maurier cigarets; Sir Walter Raleigh pipe tobacco; Golden Grain, Old North State, Target, Bugler and Kite roll-your-own cigaret tobacco; Bloodhound and Sun Cured plug tobacco and Tube Rose snuff. The largest sales component in the lineup is the cigaret brands, with Viceroy, Raleigh and Kool getting the big share of the advertising expenditures.

■ Viceroy, the king-size thinking man's filter, continues to be the leader among Brown & Williamson's cigaret brands. Viceroy sold 22.2 billion cigarets in 1958, according to the *Business Week* study, an 18.7% drop from the 27.3 billion it sold in 1957, dropping this brand from sixth to eighth place in sales among the leading brands in the U. S.

However, the inside story not revealed by these figures is that the "thinking man" campaign actually was a success and boosted Viceroy sales. The campaign began in July, 1958, and got its heaviest exposure when the fall network shows went on the air late in September. Sources close to the picture told AA that if the company had published quarterly sales figures, they would have shown that fourth-quarter sales improved appreciably over the third quarter and reversed the trend which caused Viceroy to show a loss for 1958.

Kool, the company's second runner, had an 11.4% over-all gain in sales in 1958, rising from 12.3 billion cigarets in 1957 to 13.7 billion cigarets in 1958, and going from 12th to 11th place in rank. This gain is attributable to gains made by the king filter Kool, which increased sales 34.8%. The regular version dropped 15.8% in sales.

Raleigh also showed a sales gain, 7.5%, keeping its rank of the 15th best selling brand among the leaders. Here, too, the gain is attributable to the king filter Raleigh, introduced in 1958. The regular Raleigh sales dropped 58.2%. Total Raleigh sales were 7.2 billion.

■ Although Brown & Williamson's measured media advertising dropped over all, the company made notable increases in two media. It boosted its spending in magazines from $1,316,102 in 1957 to $2,694,791 in 1958, and it increased its network tv spending from $7,093,962 in 1957 to $8,250,471 in 1958. Its spot tv spending dropped from $12,988,920 in 1957 to $9,413,530 in 1958.

Brown & Williamson maintained its prominence on the advertising scene during 1958 by:

- Harvesting a bumper crop of free publicity through the spoofing and imitation of its commercials and slogans for Viceroy, which pushed "The Thinking Man's Filter, Smoking Man's Cigaret" slogan.
- Boosting its new filter, Raleigh, with the message that the cigarets are packed with the tip down so that "only your lips touch Raleigh tips."
- Militant opposition to "triple spotting." Both of its agencies—Ted Bates & Co. (Kool, Viceroy, Du Maurier) and Keyes, Madden & Jones (Raleigh)—attached restrictive riders to all existent and new contracts with tv stations barring the practice when their client's spots are involved.

■ In fall of 1958, advertising for Du Maurier cigarets switched from Erwin Wasey, Ruthrauff & Ryan to Ted Bates. Reportedly, Brown & Williamson had plans to reduce the ad budget for the cigaret to the point where it would not be profitable for EWRR.

Late in the year, Brown & Williamson began evaluating tests it had conducted in 25 markets in western states for a crushproof box with a slide-off top, but did not release its results.

The Du Maurier account switch to Bates was made because sales were not responding as expected, a company source told AA. Ted Bates, as a result of other brands in the shop, had a thorough knowledge of the sales picture and submitted recommendations for an entirely new and different Du Maurier campaign, which is now running. This explanation of the account switch clashes with EWR&R's announcement that the change was made because the Du Maurier budget had been reduced to the point where the account was no longer profitable.

In 1959 two new brands, Life and Belair, have been put on the market after pre-market testing last year.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,034,500	$ 1,316,102
Magazines	2,694,971	1,776,401
Farm Publications	21,600	159,535
Network Television	8,250,471	7,093,962
Spot Television	9,413,530	12,988,920
Outdoor	——	25,426
Total Measured	21,415,081	23,360,346
Total Unmeasured	3,337,563	3,639,654
Estimated Total Expenditures	$24,752,644	$27,000,000

MARKETING PERSONNEL

Sales

Joseph G. Crume, vp
James C. Goodson, vp

Advertising

John W. Burgard, vp
C. E. McDannald, advertising manager

ADVERTISING AGENCIES

Keyes, Madden & Jones, Chicago—Raleigh cigarets, Sir Walter Raleigh tobacco—Freeman Keyes, account supervisor.

Ted Bates & Co., New York—Kool, Viceroy and Du Maurier cigarets, Tube Rose snuff—A. McG. Foster, account supervisor.

Campbell Soup Co.

Campbell Soup Co., Camden, N. J., is the nation's 33rd advertiser, with total expenditures in 1958 estimated at $22,000,000, of which $16,371,719 was in measured media. Expenditures in 1957 were estimated at $20,000,000, of which $15,183,867 was in measured media. Expenditures in 1959 are running ahead of last year.

The company reports that its total marketing expenses, including salaries, benefits and taxes, were $40,110,800, or 8% of sales in 1958, compared with $34,827,000, or 7.9% in 1957. Included are "the cost of the Campbell sales force, and of advertising, special campaigns, market research and home economics."

■ In 1958 sales climbed above the half-billion dollar mark for the first time in the company's history. Sales have set a new record in each of the last 12 years and in 18 of the last 19 years. For fiscal 1958, ended in August, sales were $501,385,653, an increase of 13.7% over 1957 sales of $440,852,971. Net earnings were $31,530,460, up 5.3% over the $29,949,148 of the previous year. Part of these increases is due to the fact that the 1958 fiscal year had 53 weeks, while '57 had 52 weeks.

For the first half of the current fiscal year, sales declined 1.5% to $251,729,000, from $254,810,000 in the previous first half. Costs were lower, however, so net earnings jumped 5% to $17,418,000, compared with the previous $16,581,000.

■ In the U. S. and Canada, the 90-year-old company continues to be the largest manufacturer of canned soups (under the Campbell label), blended vegetable juices (V-8 brand), canned spaghetti and macaroni (Franco-American label), frozen pre-cooked dinners, and frozen meat, chicken and turkey pies (Swanson brand).

The company is the second largest processor of tomato juice and canned pork and beans (Camp-

36% of SOUTH DAKOTA'S SPENDABLE INCOME

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Huron
Mitchell

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- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

ROCHESTER, MINNESOTA

On a per household basis, Rochester families rank 2nd highest in retail sales per household in the United States.*

	Per Household
CONSUMER SPENDABLE INCOME	$6160
RETAIL SALES	6610

ROCHESTER
(Olmsted County)
THE NEWEST
AND BUSIEST METROPOLITAN
MARKET*

*Sales Management, May 10, 1959

Where people have more money to buy products advertised in the POST BULLETIN

A 39,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 110,000 passengers yearly.

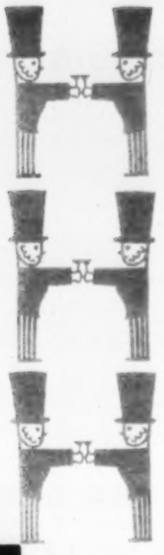
The Outstanding Test Market in the Upper Midwest

ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 24,500 daily

COLOR AVAILABLE!



"At Heublein, every issue of Ad Age is well-thumbed . . ."

says **FRANK C. MARSHALL**
Advertising Manager
Heublein, Inc.

"I read Advertising Age because, as the masthead says, it is a marketing newspaper. It gives the facts and gives them fast. Its news coverage is, indeed, national and objective — its accuracy, unexcelled. At Heublein, every issue of Ad Age is a well-thumbed copy read by advertising, marketing and management personnel."

A veteran adman, Mr. Marshall came to Heublein, Inc., as assistant advertising manager in 1935, from Johnson & Johnson. At J & J, he had been an assistant product manager for several products during a nine-year period. His background also includes some agency experience with Ferry-Hanley.

Mr. Marshall has served Heublein as advertising manager since 1940. Among the nation's 100 largest advertisers, this Connecticut concern markets a variety of liquor and food products, including Smirnoff Vodka, Heublein cocktails, A-1 Sauce and the Maypo and Maltex hot cereals.

Golf and photography occupy some of Mr. Marshall's after-hours time, while his professional affiliations include the Association of National Advertisers, in which he has been active for a number of years.

Advertising Age

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ABC ABP NBP *1 Year (52 issues) $3*

Top Spot Radio Advertisers in 1958

Rank	Advertiser	Net Time Charges
1.	General Motors	$5,400,000
2.	Ford Motor Co.	5,000,000
3.	R. J. Reynolds	4,700,000
4.	American Tobacco	4,600,000
5.	Liggett & Myers	2,700,000
6.	Texas Co.	2,600,000
7.	Chrysler Corp.	2,300,000
8.	Sinclair Oil	2,200,000
9.	Thomas Leeming	2,000,000
10.	Lever Bros.	1,900,000
10.	Standard Brands	1,900,000
12.	Anheuser-Busch	1,800,000
12.	Carling	1,800,000
14.	Bristol-Myers	1,700,000
14.	Fels & Co.	1,700,000
14.	Shell Oil	1,700,000
17.	Continental Baking	1,600,000
17.	Sterling Drug	1,600,000
19.	Beneficial Finance	1,500,000
19.	B. C. Remedy	1,500,000
21.	Plough Inc.	1,400,000

Source: Radio Advertising Bureau

bell's label). H. J. Heinz is the No. 1 pork and beans processor, and Libby, McNeill & Libby is the tomato juice king. Swanson's frozen fruit pies are among the top four best selling brands. The company continues to dominate the soup industry, and its competitors estimate that Campbell holds from 80 to 90% of the prepared soup market.

Emphasis on new products has sparked the company's growth. Of the 95 products now offered, 69 are new to the company since 1945, and total sales have tripled during that period.

■ Under the Campbell's label, the company now makes 27 kinds of condensed heat processed soups, 17 ready-to-serve soups for restaurant and vending machine use, eight frozen soups, plus tomato juice, pork and beans, and chili con carne (the latter for restaurant and vending machine use). Under the Swanson label, it produces 23 frozen products (over half developed since 1955) and seven heat processed ones. It also manufactures "V-8" cocktail vegetable juices and eight Franco-American products.

New Swanson products introduced during 1958 include a TV Brand turkey main course and two TV Brand frozen dinners: meat loaf and chopped sirloin (the latter available only in certain markets). Coconut custard, mince and pumpkin pies were added to the Swanson line of frozen dessert pies. A 27-oz. size of Franco-American spaghetti was also introduced.

■ New Campbell's products in '58 included chili con carne and "beans & franks," released in individual size cans for restaurant and vending machine sale. Three heat processed soups, minestrone, turkey noodle and chicken vegetable, introduced in autumn '57, were brought out in '58 in 50-oz. cans for bulk serving, and in 8-oz. cans in ready-to-serve form for luncheonette and vending machine sale.

During the year, the company discontinued making ketchup in Canada. It had stopped making ketchup in the U. S. several years ago.

Product innovations so far in 1959 include three fruit soups, black cherry, prune and orange, to be served hot or cold. The company began test marketing the trio the first of the year. In early February, the company also started advertising an improved chicken noodle soup.

■ Cámpbell, hitherto a U. S. and Canada-bound company, entered the British market in 1958. J. Walter Thompson Co.'s London office was appointed to handle the advertising which started boosting Campbell's soup in England and "V-8" cocktail vegetable juice and Campbell's soup in Scotland in November. Dwight F. Wear, an American, was transferred from JWT's Bombay office to London to service the account. The company's first major overseas plant is due to be opened soon in King's Lynn, England.

During the year a small tomato products plant was built in northern Italy, and an Italian subsidiary corporation, Campbell's Soups S.p.A., was organized. After two years of agricultural development, the company succeeded in '58 in making tomato soup and "V-8" cocktail vegetable juice "of a quality comparable" to the domestic product, and these products are now being marketed in a few areas in Europe.

■ In its 1958 advertising program, the company reentered the outdoor medium after a seven-year hiatus. Always a heavy user of magazines, the company spent about $1,000,000 more in the medium in '58. Its newspaper budget was primarily spent in Sunday supplements. Spot tv and "a considerable amount of spot radio" was used to test new products.

On network tv, the company sponsored "Lassie" (CBS-TV) for the fourth straight year. It dropped "Colt .45" (ABC-TV), "Art Linkletter's House Party" and "Garry Moore Show" (both CBS-TV), and added segments of two daytime shows, "Peter Lind Hayes Show" and "Johnny Carson Show" (both ABC-TV). In September the company became co-sponsor of the "Donna Reed Show" (NBC-TV).

The company's advertising was marked by a number of coupon offers as well as a variety of special soup promotions. In January and February, Swanson offered a Lassie friendship ring for 25¢ and a label from a Swanson meat pie or TV Brand dinner. In mid-January, the company repeated its major national promotion of tie-in items, "Soup 'n' crackers," with the most extensive advertising put behind this merchandising idea to date.

■ In March, Swanson advertised a $1 coupon good on purchases of any Swanson or Campbell's frozen foods, in return for panels from three packages of Swanson chicken parts or fryers. Another March campaign was a Lenten promotion for four meatless Campbell's soups.

In April, the company repeated its "budget beaters" promotion, featuring Campbell's soups as ingredients for economical dishes. Another repeat was the "soup 'n' sandwich" promotion which began in June (a month earlier than in '57) and ran through August.

In September and October, a "souper-duper chicken" promotion pushed three Campbell's cooking soups plus Swanson boned chicken and boned turkey. Also during the fall, Campbell celebrated the first anniversary of the introduction of "three great soups"—minestrone, chicken vegetable, and turkey noodle—by offering a half-price refund for labels from the three soups.

In October, a Campbell's Pork 'n' Beans promotion offered four Campbell Kid baby bibs for 50¢ and a label. The fifth annual Campbell Kid Birthday Celebration was offered to retailers as an October merchandising event, backed by heavy advertising.

In February, 1959, the company devoted a special campaign to introducing its improved chicken noodle soup. In March, a Lenten promotion of meatless soups offered a 30¢ refund for six can labels. Also in March, a Franco-American contest offered a "Lassie puppy" plus $2,000 to the top six winners.

The '59 "budget beaters" promotion was expanded considerably, based on consumer studies that showed that between 25-50% of consumer purchases of four Campbell's soups (tomato, cream of mushroom, cream of celery and cream of chicken) are used as sauces or for other cooking purposes. More recipes were promoted, and they were distributed by tear-off pads in stores as well as in magazine ads.

■ During 1958, the company introduced a new corporate personality, "Carolyn Campbell," to be used in booklets and articles to show ways to use convenience foods. Pictured as a youthful but mature home economist, she replaces "Anne Marshall," used by Campbell since 1949, and "Sue Swanson," who had represented Swanson products since 1946.

During the year the company also published a recipe book, "Wonderful Ways with Soups," including new and traditional ways for serving and cooking with soups. A recipe booklet, "New Ways to Cook with Beef Gravy," was used as an insert in a Franco-American beef gravy ad in the January, 1958, issue of *Ladies' Home Journal*. The booklet could be removed and kept for future use.

A new package design was developed for the Swanson line, featuring a diagonal color division with the upper left hand corner in aquamarine and the lower right hand corner in white.

■ During the year, the company offered a manpower development program to the grocery trade "to help meet the trade's needs for management personnel." The program is based on the company's experience in its own management training programs, and is designed as a "contribution to the food industry and to customer relations."

In April, 1959, H. Gordon Scowcroft, director of marketing development, joined United Fruit Co., Boston, as vp in charge of marketing. He was succeeded as director of marketing development by M. Crawford Pollock, product marketing manager of frozen foods. Gerald A. Thomas, assistant to the general sales manager, was then appointed to Mr. Pollock's post. Richard L. Baird, ad manager of Campbell Soup Ltd., was appointed product marketing manager for Franco-American products.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 4,588,350	$ 4,493,783
Magazines	6,180,115	5,242,351
Farm Publications	163,347	187,221
Business Publications	——	50,000
Network Television	4,233,743	4,965,382
Spot Television	272,520	245,130
Outdoor	93,644	——
Spot Radio	840,000	——
Total Measured	16,371,719	15,183,867
Total Unmeasured	5,628,281	4,816,133
Estimated Total Expenditure	22,000,000	20,000,000

MARKETING PERSONNEL

John A. McGlinn Jr., marketing vp
James P. Shenfield, director, product marketing
M. Crawford Pollock, director, marketing development
J. F. Merriman, manager, marketing research
Henry M. Stevens, product marketing manager, Campbell's heat processed soups
W. P. MacFarland, product marketing manager, pork & beans, V-8, tomato juice, Swanson heat processed products
G. E. Thomas, product marketing manager, frozen foods
R. L. Baird, product marketing manager, Franco-American products
W. B. Hackenberg, general promotion manager

Sales

William B. Nixon, sales vp
Harry C. Sanner, sales manager, heat processed foods
F. H. McGuiness, sales manager, frozen foods
S. W. Cobourn, manager of institutional sales

Corporate Relations

K. N. Jolly, director

Advertising

Rex M. Budd, director of advertising
F. F. Patterson, product ad manager, Franco-American products
W. G. Kay, product ad manager, pork & beans, V-8, tomato juice, Swanson heat processed products
R. D. Cords, product ad manager, frozen foods

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Campbell's heat processed soups—McDonald Gillespie, account supervisor; Hiram S. Brown, senior account executive; William Weithas (radio and tv commercials), C. R. Fisher, Paul Randall (promotion and institutional), and Charles Partington (print) account executives.

Leo Burnett Co., Chicago—Campbell's frozen soups, Campbell's tomato juice, Franco-American products and "quality campaign"—Robert Everett, vp; Frank Spalding (frozen soups and tomato juice) and John Ianiri (Franco-American products), account executives.

Needham, Louis & Brorby, Chicago—Campbell's pork & beans, V-8 vegetable juices—E. W. Hobler, management representative; Bradley H. Roberts, account executive.

Robert Otto & Co., New York—export—Robert A. Grant, account supervisor.

Tatham-Laird, Chicago—Swanson products—E. D. Kuhn, account supervisor; A. E. Cruttenden, account executive.

ADVERTISING EXPENDITURES BY PRODUCT GROUPS

(Note: The following figures do not include $4,233,743 the company spent in network tv time, nor $93,644 in outdoor.)

Campbell's heat processed soups

	1958
Newspapers	$ 1,043,018
Magazines	4,213,657
Farm Publications	163,347
Spot Television	259,240
Total Measured	$ 5,679,262

Campbell's pork and beans

Newspapers	$ 551,823
Spot Television	1,470
Total Measured	$ 553,293

Campbell's frozen soups

Newspapers	$ 66,475
Magazines	279,915
Total Measured	$ 346,390

Campbell's tomato juice

Newspapers	$ 224,676
Total Measured	$ 224,676

V-8 vegetable juice

Newspapers	$ 198,898
Magazines	418,000
Spot Television	4,730
Total Measured	$ 621,628

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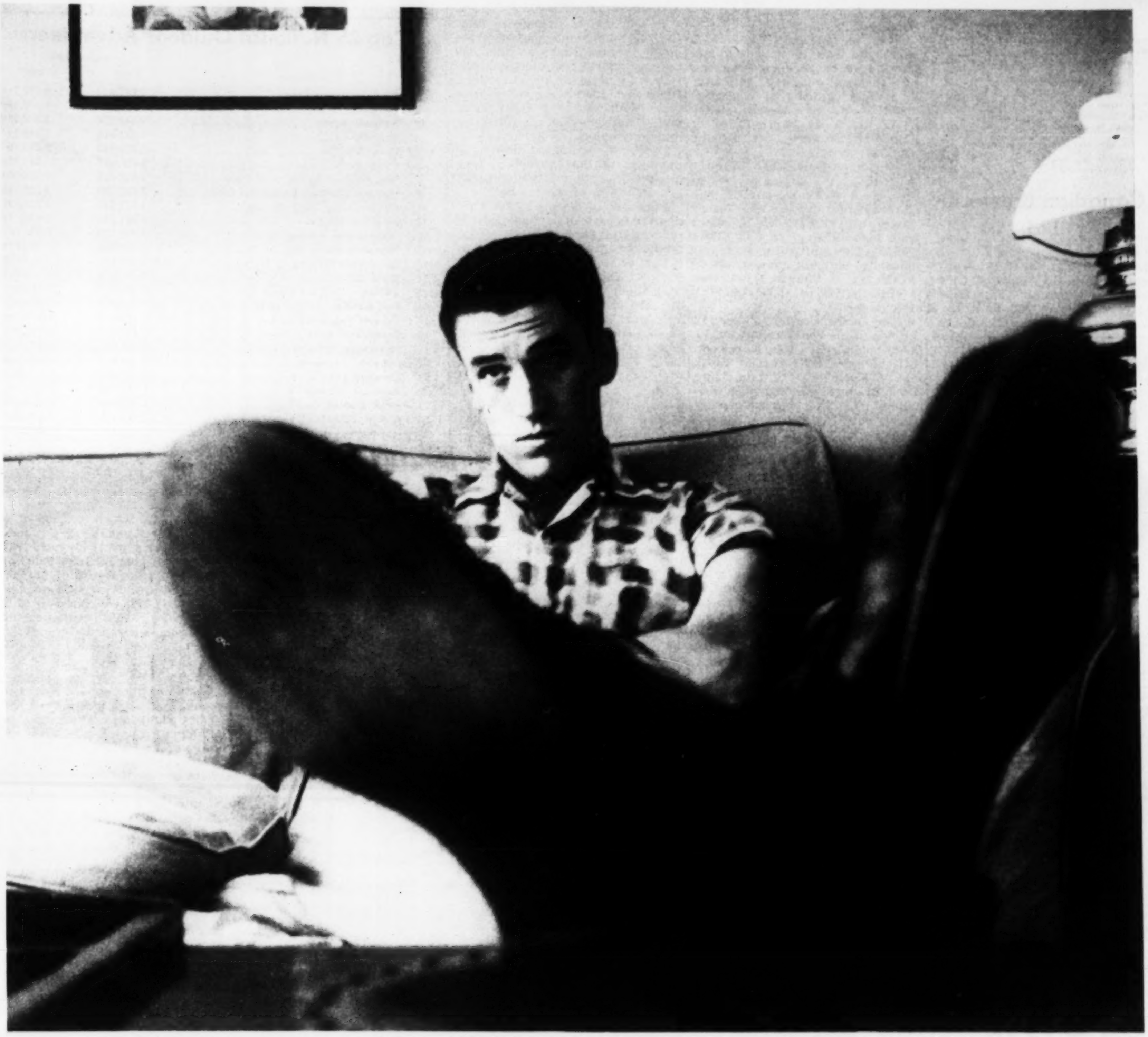

HOW TO TORTURE A TEEN-AGER

We know a fun-loving father who has a real flair for being repulsive.

"It takes a certain skill," he says proudly, "to be as sickening as I am."

He's especially pleased with what he calls "Dad 'n' Lad talk." "Hey man," he'll say to his teen-age son, "I heard a hot combo the other day that had me flippin' my gaskets. Crazy, man!"

The boy will groan and Pop will continue, "What a matty? Don't you dig your ol' Daddy-O?"

"Will you cut it out, Dad!"

"Aw, come on now," says Pop reproachfully, "aren't we buddy-buddies? Just because I'm forty going on sixty you think I'm a square from long wear. But I spiel the same jazz you do."

This sort of thing is guaranteed to make a neurotic out of almost any normal teen-ager. We bring it up because, while our friend was obviously trying to be funny, there are some advertisers today who seriously think that jive talk is the best way to reach the youth market.

The truth is . . . these ads not only fail to communicate, they nauseate.

We know this because we talk with thousands of teen-agers regularly, because getting in touch with people, staying in touch, learning the two-way flow of communications channels into minds and hearts is part of what we call *The Personal Approach.*

When you figure that the teens represent a ten billion dollar a year market, all spendable and not saddled with mortgages, rent and taxes, you can see how important it is to really dig these frantically cool cats.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

Franco-American products

Newspapers	$ 677,225
Magazines	59,090
Total Measured	$ 736,315

Swanson products

Newspapers	$ 1,952,791
Magazines	663,207
Spot Television	7,080
Total Measured	$ 2,623,078

General company promotion

Magazines	$ 546,246
Total Measured	$ 546,246

Canadian Breweries Ltd.

Canadian Breweries Ltd., Toronto, through its U. S. subsidiary, Carling Brewing Co., Cleveland, is the nation's 91st largest advertiser, with 1958 total U. S. advertising expenditures estimated at $7,177,847, of which $5,239,691 was in measured media. In 1957, Canadian Breweries invested an estimated $6,307,726 in U. S. advertising, of which $4,526,715 was in measured media.

All U. S. ad expenditures of Canadian Breweries are through Carling.

Canadian Breweries Ltd. reportedly is the largest brewer in the world. Net sales in 1958, less government excise and sales taxes, hit $177,775,068, a slight gain over 1957 net sales of $176,107,537. Net profits last year, less minority interest, amounted to $1,435,282 as compared with net profits in 1957 of $1,375,808.

■ The giant brewer makes 12 brands of ale and beer in Canada. They include Dow ale, Kingsbeer, O'Keefe ale, O'Keefe Old Stock ale, O'Keefe Old Vienna lager beer, Brading's ale, Brading's Cincinnati Cream lager, Carling's Black Label lager beer (different from Carling's Black Label beer), Carling's Pilsener lager beer, Old Country ale, U.B.C. Bohemian lager beer and Drewrys Standard lager (not to be confused with products made by Drewrys Ltd.).

These products are made in 17 plants in Canada, and some of the brands are marketed throughout the world. The products are advertised wherever they are sold. Trade sources estimated that Canadian Breweries Ltd. has about 40% of the entire Canadian beer market.

■ Carling Brewing Co., Cleveland, is Canadian Breweries' only American subsidiary. Carling is the fastest growing brewer in the U.S. Last year, the company sold 3,531,182 bbls. of beer and ale to become the fifth largest brewer—the first time Carling has achieved this lofty position. In 1957, Carling sold 3,150,988 bbls. to finish in sixth position.

Although Canadian Breweries Ltd. is a publicly held company, Carling's dollar sales and profit figures are not disclosed, even to stockholders. However, Advertising Age learned exclusively that Carling's gross sales (including federal excise taxes) last year amounted to a hefty $101,015,000, a sizable gain over 1957 gross sales of $93,980,000.

The brewer's profit figures could not be learned but sources in the beer industry said Carling had little or no profits last year. The same sources said that Carling is plowing back all profits into acquisitions and better facilities.

■ A phenomenal sales growth and an extensive expansion program would best sum up the Carling story over the past ten years. In 1949, the brewer sold 361,500 bbls., ranking 62nd among American brewers. From 1949 through 1958, Carling has experienced a fantastic 877% sales growth, boosting its sales more than 3,000,000 bbls. yearly, and vaulting from 62nd to fifth place among brewers.

Last year, Carling constructed a new plant in Atlanta, which has a capacity of 350,000 bbls. At the end of last year, Carling prepared its way for an invasion of the West Coast by buying Heidelberg Brewing Co., Tacoma, for $3,500,000. This plant has a capacity of 650,000 bbls. In the same deal, Carling acquired Heidelberg beer, a popular-price premium beer strong in the Pacific Northwest.

The main Carling plant is in Cleveland, and has a capacity of 2,200,000 bbls. The company also has plants in Belleville, Ill. (1,200,000 bbls.); Natick, Mass. (600,000 bbls.); and Frankenmuth, Mich. (450,000 bbls.). A plant in Baltimore will be constructed in the near future.

In addition to Heidelberg beer, Carling makes and markets three other brands—Red Cap ale, nationally distributed and the brewer's only premium-price product; Black Label beer, a popular-price beer with national distribution, and Stag beer, a popular-price midwest regional beer.

Last year, Carling captured more than 4% of the entire U.S. beer market. In 1949, the company had less than 1% of the market.

Black Label beer is by far Carling's largest selling brand, and it receives the largest share of the brewer's advertising budget. In 1958, Carling spent about $4,600,000 for Black Label promotion, with about 44% of the budget going into tv, 35% to radio, 11% in magazines and 5% each in newspapers and outdoor. Carling will invest about $5,600,000 to promote Black Label this year with about the same media breakdown.

■ Last year, Carling invested $423,000 to promote Red Cap ale, and the brewer will spend an estimated $472,000 for the brand this year. Last year, about half of the Red Cap ad monies went into radio (Monitor), 35% in magazines and the other 15% in tv, outdoor and newspapers. This year, 75% of the Red Cap money will go into magazines, with the radio share dropping to 10% and the remaining 15% in newspapers, outdoor and tv.

The Stag beer budget for 1958 amounted to about $650,000, and this year's budget is expected to stay about the same. The brewer also is expected to spend about $250,000 to $300,000 this year promoting Heidelberg beer, which it did not have in 1958.

■ On the personnel side, A. R. Mertens was appointed vp of marketing last year. This year, R. J. Lackner was named market development manager and Paul Lohmeyer was appointed plans manager.

Earlier this year, Carling named Guild, Bascom & Bonfigli, San Francisco and Seattle, to handle advertising for Black Label beer in Washington, Oregon and Idaho. Later, Carling announced that it would produce Black Label beer in the Heidelberg (Tacoma) plant. GB&B also handles Heidelberg beer.

The following table shows the company's U. S. advertising expenditures, as reported by the company:

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 337,981	$ 299,714
Magazines	703,877	676,725
Business Publications	23,945	21,642
Spot Television	1,995,883	1,632,749
Outdoor	457,695	424,655
Spot Radio	1,720,310	1,471,230
Total Measured	5,239,691	4,526,715
Point of Sale	1,359,576	1,259,800
Network Radio	125,780	100,451
Television, talent, production	212,800	203,760
Merchandising Material	95,000	90,000
Co-op Appropriations	145,000	127,000
Total Unmeasured	1,938,156	1,781,011
Estimated Total Expenditure	7,177,847	6,307,726

■ The company's figures for media that are measured by various statistical bureaus, etc., differ slightly, but not importantly. The following table shows measured media expenditures, as reported by the Bureau of Advertising, PIB, Outdoor Advertising Inc., Television Bureau of Advertising, Radio Advertising Bureau and Associated Business Publications:

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 242,973	$ 192,726
Magazines	679,827	775,272
Network Television	286,749	54,314
Spot Television	1,556,620	1,480,980
Outdoor	160,724	434,968
Spot Radio	1,800,000	*
Total Measured	4,726,893	2,938,260
Total Unmeasured	2,450,947	3,369,440
Estimated Total Expenditure	7,177,840	6,307,700

*Spot radio not measured in 1957.

Top 25 National Outdoor Advertisers

Rank	Advertiser	Expenditure 1958	Expenditure 1957
1.	General Motors Corp.	$ 8,898,466	$ 8,699,214
2.	Ford Motor Co.	6,621,615	6,649,669
3.	Anheuser-Busch	4,145,503	3,657,259
4.	Shell Oil Co.	3,227,880	3,119,194
5.	Coca-Cola Co.	3,221,598	3,406,400
6.	Philip Morris	2,457,337	865,308
7.	Wm. Wrigley Jr. Co.	2,293,025	2,178,904
8.	National Distillers & Chemical Corp.	2,082,055	2,582,384
9.	Distillers Corp.-Seagrams Ltd.	2,062,828	3,222,435
10.	American Oil Co.	2,061,216	1,916,951
11.	Theo. Hamm Brewing Co.	1,797,000	1,855,787
12.	Falstaff Brewing Co.	1,730,000	2,204,878
13.	Jos. Schlitz Brewing Co.	1,712,466	1,529,722
14.	Texas Co.	1,611,215	1,518,789
15.	Affiliated Distillers Brands Corp.	1,551,893	3,153,056
16.	Esso Standard Oil Co. of N. J.	1,414,312	1,505,452
17.	General Tire & Rubber Co.	1,370,093	1,379,135
18.	Continental Baking Co.	1,343,447	1,146,900
19.	Lucky Lager Brewing Co.	1,336,631	1,482,126
20.	Liebmann Breweries	1,278,213	1,133,935
21.	Standard Oil Co. of Indiana	1,205,803	1,123,356
22.	American Tobacco Co.	1,184,176	953,341
23.	Miller Brewing Co.	1,172,000	1,009,126
24.	F. & M. Schaefer Brewing	1,113,438	1,041,861
25.	P. Ballantine & Sons	1,108,881	995,553

Source: Outdoor Advertising Assn.

MARKETING PERSONNEL

A. R. Mertens, vp-marketing
E. W. Krause, assistant to vp-marketing
R. J. Lackner, market development manager
W. Wren, trade relations manager
Ralph I. Allison, director of marketing research
Paul Lohmeyer, plans manager
P. J. Higgins, merchandising manager (Cleveland)
V. G. Walsh, planning coordinator (Cleveland)

Sales

E. S. Scheideman, divisional sales manager
D. H. Metz, divisional sales manager
R. E. Livingston, divisional sales manager
K. M. Olsen, regional sales manager (Natick, Mass.)
H. L. Dickinson, regional sales manager (Philadelphia)
L. P. Brown, regional sales manager (Cleveland)
J. H. Marsh, regional sales manager (Cleveland)
G. F. Rieck, regional sales manager (Frankenmuth, Mich.)
H. P. Ankerson, regional sales manager (Chicago)
A. J. Stephenson, regional sales manager (Belleville, Ill.)
W. P. Stoudt, regional sales manager (Atlanta)
O. L. Dengler, regional sales manager (Denver)
J. E. Hickerson, regional sales manager (San Francisco)
G. P. Thompson, regional sales manager (Tacoma, Wash.)

Advertising

R. C. Garretson, vp-advertising
R. J. Tait, regional advertising manager (Cleveland)
R. J. Thomas, regional advertising manager (Natick, Mass.)
A. B. Jablonski, regional advertising manager (Belleville, Ill.)
E. Groetzinger, regional advertising manager (Atlanta)
Will Westlin, assistant regional advertising manager, (Tacoma)
D. St. George, assistant to vp-advertising (Cleveland)
D. G. Elliott, assistant to vp-advertising (Cleveland)

ADVERTISING AGENCIES

Lang, Fisher & Stashower, Cleveland—national advertising for Black Label beer—F. P. Stashower, account supervisor; G. C. McKelvey, account executive.

Benton & Bowles, New York—Red Cap ale—L. T. Steele, account supervisor; D. J. Kepner, account executive.

Guild, Bascom & Bonfigli, San Francisco and Seattle—Heidelberg beer, Black Label beer (regional advertising)—Tom Killilea, account supervisor.

Harold Cabot & Co., Boston—Black Label beer (regional advertising)—E. R. MacArthur, account supervisor; J. I. Summers, account executive.

Aitkin-Kynett Co., Philadelphia—Black Label beer (regional advertising)—G. B. Barnard, account supervisor; Thacher Longstreth, account executive.

Winius-Brandon Co., St. Louis—Black Label beer (regional advertising)—W. L. Sanborn, account supervisor; C. A. White, account executive.

Liller, Neal, Battle & Lindsey, Atlanta—Black Label beer (regional advertising)—W. W. Neal, account supervisor; Howard G. Axelberg, account executive.

Edward H. Weiss & Co., Chicago—Stag beer—Jerome L. Joss, account supervisor; Charles Hemrick, account executive.

Carnation Co.

Carnation Co., Los Angeles, is the nation's 62nd largest advertiser with a total 1958 expenditure estimated by Advertising Age at $12,400,000, of which $8,732,150 was in measured media. AA estimates the 1957 budget was $11,000,000, of which $7,350,319 was in measured media.

Net sales in 1958 were $378,591,525, a gain of $10,000,000 over the 1957 sales figure of $368,639,947. Net profits for 1958 amounted to $9,842,312, compared with $9,517,096 for 1957, while earnings per common share were $4.61 in 1958 and $4.54 in 1957.

■ Carnation, which markets its products throughout the world, ranks fourth in size among U. S. dairy companies (National Dairy Products Co., Borden Co. and Foremost Dairies are the top three). Carnation's primary markets are in the West and Southwest, and in these areas Carnation is top in sales.

Carnation's primary line is evaporated milk. Its evaporated milk division markets under the names Carnation, Morning, Gold Cross, Red Cross, Northfield and Columbine. The division also handles Topic filled milk and Carnalac, a new prepared infant formula introduced recently and now marketed nationally.

A second product group is marketed by the Albers cereals, feeds and pet foods divisions. The line includes Albers brands of oats, flapjack and buckwheat pancake mixes, pearl barley, hominy grits, white and yellow corn meal; Carnation brands of corn flakes and instant wheat; Friskies brands of dog and cat foods, plus poultry and turkey feeds, dairy and beef feeds, rabbit feeds, Calf Manna and specialty feeds, grains, concentrates and soy bean and corn oils.

Carnation spent $1,676,623 in measured media on its pet food advertising last year, about two thirds of it in newspapers. Measured expenditures for Albers feed products totaled $35,425, of which four fifths was in farm publications. Measured ad expenditure for Albers cereals totaled $107,350, including $84,320 in spot tv and the remainder in newspapers. Albers mixes were supported by $104,117 in measured advertising, $80,897 in newspapers and the remainder in spot tv.

The pet foods and various feeds are marketed nationally, while the cereal products are marketed in 12 western states.

■ A third Carnation operation is its big fresh milk and ice cream division which markets fresh milk, ice cream, cream, butter, cottage cheese and frozen novelties in the West and Southwest. During the past year this division's marketing has been expanded into the San Diego area

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Pontiac take The Press.
74% of Press readers
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PONTIAC • MICHIGAN
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Philadelphia, Chicago and Detroit
Doyle & Hawley,
San Francisco and Los Angeles

THERE'S ALWAYS ONE IN EVERY GROUP !

Ever notice people talking about boats?

On the docks, in the marinas, over coffee—wherever the talk is about boats—there's one man in every group who commands the most attention. He's the man whose interests go beyond appearance, comfort and convenience. He's also the kind of man who reads POPULAR MECHANICS.

Sure, he likes styling. But he's interested in hulls, acceleration, fuel, power—in short, he talks about all the things that make boats go. He knows what to look for in a boat—and why.

That's the POPULAR MECHANICS man. He's intensely curious about the mechanics of modern living.

He may be among the one-third of PM readers who own boats. He may be buying a car—or a power mower. Whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product he knows why—and so will his friends and neighbors who respect his special talent for knowing what he talks about. Like many men, he talks most about what he knows best. And, he's a *big* man to have on your side.

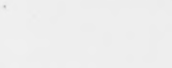
You can sell him, and over five million men like him, with your product story in POPULAR MECHANICS. It is *his* kind of magazine. It sparks his thinking on what to do, what to buy—and why.

POPULAR MECHANICS

*

POPULAR MECHANICS is proud that it carries the advertising of every major outboard motor manufacturer.

Puts Men



in Motion

and into Colorado.

A fourth Carnation marketing division is the frozen foods division which puts out fruit pies, meat and poultry pies, cream pies, cakes and cookie rolls. A new product, Ease, a frozen yeast dough, has just been added to this line. The products of this division, an outgrowth of Mrs. Lee's Pies Co., Los Angeles, which Carnation acquired about four years ago, are now distributed in all markets except the East and Southeast.

A fifth marketing division is the new instant products division, marketing Carnation brands of instant nonfat dry milk, instant chocolate flavored drink, malted milk and nonfat dry milk solids; Cho-Cho malted milk confections and anhydrous fat. Two new products recently added to this division's line are Carnation instant chocolate flavored malted milk and Carnation instant malted milk. Carnation's Canadian operation is now introducing the instant nonfat dry milk across the dominion.

■ The instant products division is now headed by H. M. Shackelford as division manager, succeeding David M. Ghormley. Mr. Shackelford moved up from his previous post of division ad manager, a post now held by R. J. Davis, who was formerly ad manager of the frozen foods division. W. J. Riley is the new ad supervisor of the frozen foods division.

In the pet foods operation, meanwhile, B. C. Flaunders, formerly with Scott Paper Co., has been appointed ad manager.

Carnation's 1959 advertising will approximate 1958's in terms of dollars, according to Paul H. Willis, the company's advertising vp, but the budget will be weighted more toward newspapers (AA, Dec. 29, '58).

■ Mr. Willis said last winter that Carnation's 1959 ad budget would be divided: 33% to tv and radio (compared with 31% for network tv alone in 1958), 39% to newspapers and supplements (compared with 29% in 1958) and 19% to magazines (compared with about 23% in 1958). Other media, he said, would get the remaining 9% (compared with 17% in 1958).

Carnation's magazine schedule includes *Better Homes & Gardens, Good Housekeeping, Life, Parents' Magazine, Reader's Digest* and *Seventeen*. Network tv shows are "The Verdict Is Yours," "As the World Turns" and Art Linkletter's "House Party" (all CBS-TV). In addition to using these daytime shows, the company intends to return to nighttime tv this fall. It has been out of nighttime tv since the Burns & Allen show was terminated by Gracie Allen's retirement last year.

> ***"Since 1950, total advertising expenditures have advanced by 75% and gross national product by some 50%. The spending of the 100 leading advertisers has climbed far more sharply, by 125%. These are pretty sharp increases—are they too steep?***
>
> ***"Among the 100 leading advertisers, if you compare the 20 fastest-growing companies with 20 companies showing the least rapid growth, you'll find that the faster-growing companies also showed the bigger increase in their advertising. No air-tight case could be made that these advertising increases 'caused' this expansion, but, on the other hand, it can't be claimed that the increases represent 'spending too much.'"***
>
> ***—Marion Harper Jr.***
> ***President and Board***
> ***Chairman, McCann-Erickson***

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,524,935	$ 2,409,464
Magazines	2,045,633	1,603,430
Farm Publications	237,725	282,946
Business Publications	192,600	153,000
Network Television	2,661,752	2,054,120
Spot Television	729,860	506,530
Outdoor	339,645	340,829
Total Measured	8,732,150	7,350,319
Estimated Unmeasured	3,667,850	3,649,681
Estimated Total Expenditure	12,400,000	11,000,000

MARKETING PERSONNEL

Ralph R. Brubaker, marketing vp

Sales

Henry C. Arnest, vp for grocery product sales

Dwight L. Stuart, assistant grocery product sales vp

Advertising

Paul H. Willis, advertising vp

Advertising Agencies

Erwin Wasey, Ruthrauff & Ryan, Los Angeles—dairy products, cereals, dog and cat foods, frozen foods and Albers feeds—James Vandiveer, T. W. Schwamb, H. W. Arthur, Melvin Smith, F. McMahon, C. Short, M. Minchin and W. Muller, account executives.

R. T. Harris Advertising, Salt Lake City—Morning and Columbine evaporated milk— R. T. Harris account executive.

Baker Advertising Agency, Toronto—all Canadian advertising—G. Cudlip and L. Akerman, account executives.

EVAPORATED MILK DIVISION

MARKETING PERSONNEL

Advertising

Marvin O. Clausen, general ad manager
H. R. Chamberlin, ad manager

ADVERTISING EXPENDITURES

	1958
Newspapers	$ 1,233,211
Magazines	889,390
Farm Publications	72,075
Spot Television	66,040
Total	2,260,656

INSTANT PRODUCTS DIVISION

MARKETING PERSONNEL

H. M. Shackelford, division manager
Jack B. Lindsey, marketing manager

Advertising

R. J. Davis, advertising manager

ADVERTISING EXPENDITURES

	1958
Newspapers	$ 1,071,101
Magazines	508,701
Farm Publications	72,425
Spot Television	325,690
Total	1,977,917

ALBERS CEREALS, FEEDS AND PET FOODS DIVISIONS

MARKETING PERSONNEL

Advertising

L. R. Johnson, cereals ad manager
L. Aldenhoevel, general ad manager for pet foods
B. C. Flaunders, pet foods ad manager
Robert Moore, ad manager for feeds

ADVERTISING EXPENDITURES

	1958
Newspapers	$ 1,160,863
Magazines	587,382
Farm Publications	60,500
Spot Television	114,770
Total	1,923,515

FRESH MILK AND ICE CREAM DIVISION

MARKETING PERSONNEL

J. Bryant, general sales manager
Robert E. Minco, advertising manager

ADVERTISING EXPENDITURES

	1958
Newspapers	$ 44,925
Spot Television	222,900
Total	267,825

FROZEN FOODS DIVISION

MARKETING PERSONNEL

R. F. Murphy, merchandising manager
W. J. Riley, advertising supervisor

ADVERTISING EXPENDITURES

	1958
Newspapers	$ 272,945
Magazines	60,160
Spot Television	460
Total	333,565

Carter Products Inc.

Carter Products Inc., New York, is the nation's 60th largest advertiser with 1958 expenditures estimated at $13,000,000, of which $8,353,737 was in measured media and about $3,500,000 was for ethical advertising and promotion. This compares with ADVERTISING AGE's 1957 estimate of $13,500,000, of which $10,949,614 was in measured media and about $1,500,000 estimated for ethical promotion. AA's 1957 ethical estimate now appears low. In the fiscal year ending March 31, 1957, the company reported its advertising expenditures at $14,682,672.

Carter reported that in fiscal 1958 "approximately 85%" of its total consumer advertising expenditure went into television. The drop in 1958 advertising from the previous year occurred principally in newspapers, where expenditures declined more than $2,000,000 to $326,000, and in spot television, where expenditures were cut $1,800,000 to $5,202,300. In 1957 several heavy-spending new product introductions (Snow White pressurized toothpaste, Arrid Whirl-In deodorant, etc.) occurred, which partially accounts for the sizable drop in 1958 advertising.

■ While advertising expenditures have declined, sales and earnings have moved merrily along, setting all time highs. In the year ending March 31, 1959, the company had consolidated net sales of $48,082,373 and net earnings of $6,968,162, compared with sales of $42,469,620 and earnings of $5,594,672 in the previous year. Sales last year were 13% ahead, net profit 25% ahead of 1957 and the dividend payment, 80¢ per share, was the highest in 76 years of paying dividends.

Carter's history goes back to 1880, when it began as the Carter Medicine Co., selling a liver pill nostrum. In 1955 it had sales of $14,600,000, which rose to $22,800,000 in 1956, and by 1957 the full effect of its entry into the tranquilizer field (Miltown, the Wyeth-licensed Equanil, etc.) was felt and it nearly doubled sales to $41,900,000. Ethical products represented 53% ($25,383,300) of its total business last year, while proprietary drugs and toilet goods accounted for 44% ($21,341,000) and export business constituted the remaining 6.3%. Sales in both the ethicals and the proprietaries were 10% ahead of 1957.

■ Royalties from the licensing of its prescription drug and pressurized foam products contribute further to income; they amounted to $3,311,231 last year. Among the licensees for meprobamate combinations were American Home Products (Wyeth and Ayerst), Merck and Pfizer. Sub-licenses for pressurized shave cream were granted Avon Products and Warner-Lambert Pharmaceutical Co.

In the proprietary and toiletry fields, where most of the advertising dollars are spent, the Carter line-up includes some of the top-sellers in their respective markets. Arrid, for example, is ranked No. 1 in the deodorant field, with better than 10% of an estimated $95,000,000 market. Arrid Whirl-In probably adds another 6% or so. And it was a top advertised brand with $2,633,280 spent in spot television and nearly $300,000 in magazines. Arrid with chlorophyll still gets appreciable sales, especially in the South, but it is no longer advertised; and last October, advertising for Arrid men's spray was also discontinued. Carter last fall switched the advertising of Arrid Whirl-In from Dancer-Fitzgerald-Sample—which had introduced it—to Ted Bates & Co.

■ Next in the product roster is Rise instant lather, made in three forms—regular, extra cool with menthol and extra heavy with lanolin—and which the company calls "America's largest selling shave cream." (Colgate-Palmolive Co. makes a similar claim for Rapid Shave.) Rise expenditures last year included over $500,000 in spot tv and more than $100,000 in newspapers.

Other products are Nair, called "America's largest selling depilatory" by the company, with a $300,000 spot tv expenditure last year; Colonaid laxative, with a $180,000 newspaper expenditure; the famed Little Liver Pills ("the largest selling laxative pill") spending more than $700,000 in spot tv, and the food products of the Frenchette division (purchased the year before), three low-calorie salad dressings for which $900,000 was spent in spot tv last year, plus $265,000 in newspapers.

The company introduced Snow White, a pressurized toothpaste, around the beginning of 1958 with a considerable advertising barrage, and discontinued it this past spring for "lack of sales." Crew hair tonic and First after shave lotion are still in test markets, as they were a year ago, and several other unidentified products are also in test markets at this time. Among the products Carter tested last year were Effisan, a relaxant, and Perspray, a pressurized deodorant, both of which are now off the market. Another product was Prize, a men's roll-on deodorant which is still in test.

■ In the Wallace Laboratories division, which markets the ethicals, Soma, an analgesic pain-reliever that narrows the gap between aspirin and morphine, was launched around May and the company reports "promising preliminary results." Other ethical products were introduced such as a new dosage form of Milprem and Miltrate. About $3,000,000 of the estimated $3,500,000 ethical budget is billed through Ted Bates & Co.

An extremely publicity-shy company, Carter nevertheless has been involved in a hefty share of lengthy litigation with both competitors and the federal government. The most recent instance was in June when the U. S. circuit court of appeals in San Francisco cast the latest, and possibly fatal, blow in a 16-year-old battle over the use of the word "liver" in Carter's Little Liver Pills.

The Federal Trade Commission first took exception to Carter's advertising in 1943 and since then the two combatants have fought the case in and out of the U. S. Supreme Court several times, at a legal cost of millions. The latest decision, 69 pages, said: "Evidence shows that Carter repeatedly made and is making false representations in its general advertising." Carter is filing a writ of certiorari with the Supreme Court and if it is denied that should close the case once and for all. In the meantime Carter is free to continue its "liver" advertising. A Supreme Court decision is not likely before next summer. More than $700,000 went into spot tv for Carter's Little Liver Pills last year.

■ On another legal battleground, the company was at odds with Colgate-Palmolive Co. A 1956 district court decree held Colgate liable for violating a pressurized

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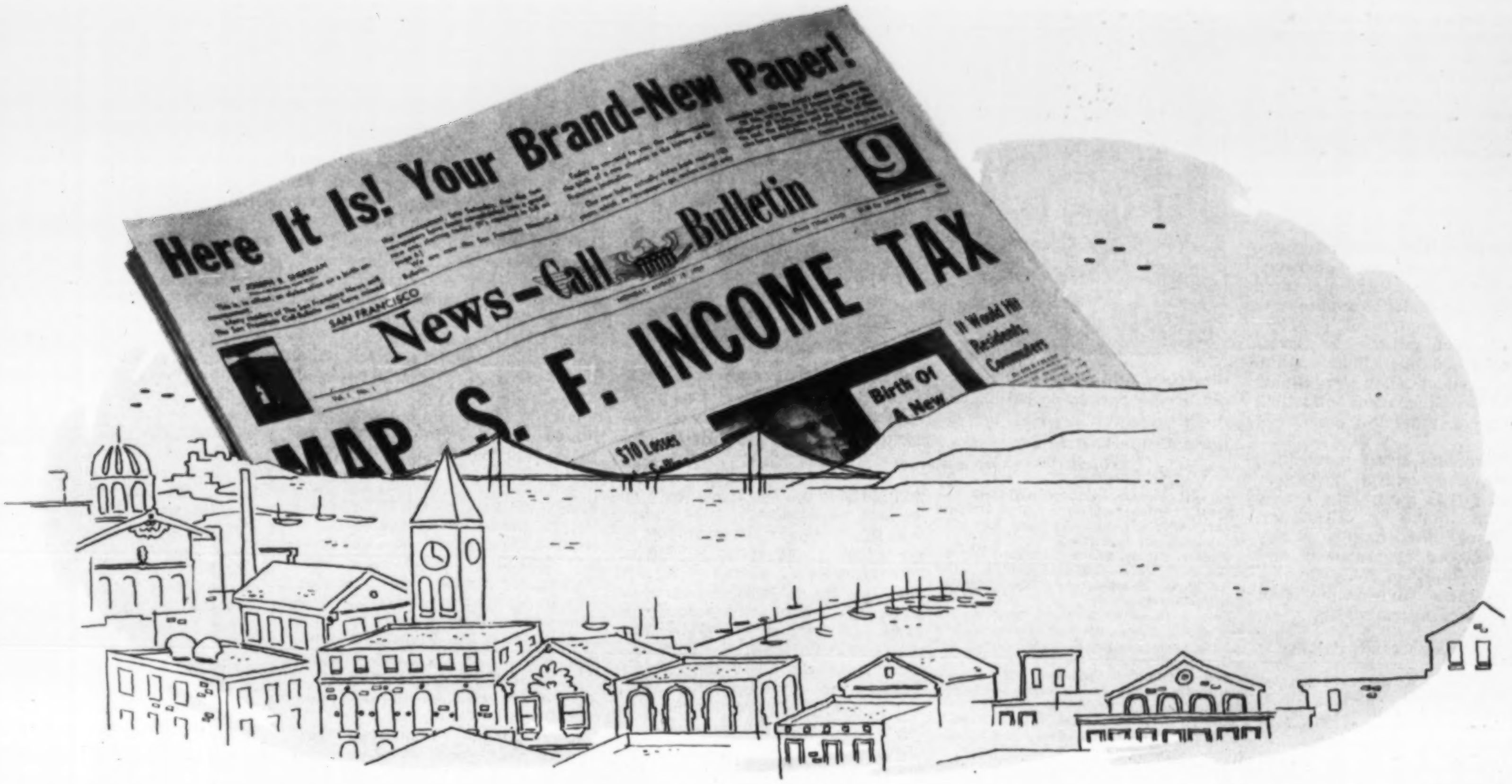
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It Would Hit Residents, Commuters
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Jointly owned and published by
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It has been our privilege to represent a San Francisco newspaper for thirty-eight years.
It has been our privilege to represent newspapers for over fifty-eight years.
We represent only newspapers. We have no division representing competing media.
We know that newspapers are the best advertising medium
because the American people buy 58,000,000 newspapers every day – and
welcome the advertising content.

MOLONEY, REGAN & SCHMITT

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President

HERBERT W. MOLONEY, JR. *V. P. & General Manager*	**WILLIAM J. SCHMITT** *Executive Vice President*	**INGRAHAM READ** *Senior Vice President*

shaving cream patent and misappropriating trade secrets. Last December the damages, still undetermined but possibly in the millions, were trebled as Colgate was held in contempt of court. Carter has appealed a part of that decision which held that the current Colgate shave creams, as made since May, 1956, do not infringe the patent.

And on still a third front, Carter was in a three-way imbroglio involving Colgate again and Bronson Products of Chicago. All three had filed trademark applications which were ruled to be interfering with each other. The Carter application was for a hair set and coloring product called Very Smart Set. The two other companies filed for products under the Smart Set name.

The company spent more than $1,000,000 on research last year and this fall is completing a new production plant in Cranbury, N. J. Early this month, Kirby Peake resigned as president and general manager of Vick Chemical's products division to join Carter as administrative vp.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 326,642	$ 2,372,555
Magazines	284,700	319,334
Network Television	2,340,095	1,262,465
Spot Television	5,202,300	6,995,260
Spot radio	200,000	———
Total Measured	8,353,737	10,949,614
Unmeasured Media	4,646,263	2,550,386
Estimated Total Expenditure	13,000,000	13,500,000

MARKETING PERSONNEL

Philip Richardson, vp in charge of sales and advertising
Henry H. Hoyt Jr., assistant to the vp in charge of sales and advertising
John B. Erickson, director of brands—Arrid Cream, Arrid Men's Spray, Little Liver Pills, Nair and new products
John L. Sullivan, director of brands—Rise, Colonaid and Arrid Whirl-In
Lorin S. Myers, director of media
William Guerin, general sales manager
William S. Zierler, advertising manager, Frenchette division

ADVERTISING AGENCIES

Ted Bates & Co., New York—William Gross, account supervisor, all of the following products: Carter's Little Liver Pills, Nair Depilatory—Thomas Quinlan, account executive; Arrid Whirl-In—Fred Lemont, account executive; ethical products (Wallace Laboratories), Miltown, Deprol Milprem, Miltrate, Meprospan, Meprotabs—Robert J. Lyon, account supervisor; Robert H. Spencer, senior account executive; Jack Grainger, account executive.

Sullivan, Stauffer, Colwell & Bayles, New York—Barrett Welch, account supervisor, all of these products: Arrid—W. Lee Abbott, account executive; Rise—Roland Marx, account executive; Crew hair tonic, no account executive.

Kastor, Hilton, Chesley, Clifford & Atherton, New York—Colonaid laxative, First after shave lotion—Henry Kastor Kahn, account supervisor.

Cohen, Dowd & Aleshire, New York—Frenchette, Italianette and Mayonette low calorie salad dressings—John Toland, account executive.

Ted Gotthelf & Associates, New York—Milpath (Wallace Laboratories)—Ted Gotthelf, account executive.

Robert E. Wilson Agency, New York—Soma (Wallace Laboratories)—Harry Wilkinson, account executive.

NEW LOOK AND OLD—*Pond's cold cream, No. 1 in its market in 1958, got a new packaging design (right) in 1959, and within a year all Pond's cosmetic products are expected to have a new, modern, unifying design to help keep sales pace. It was record year for Chesebrough-Pond's as sales rose 7% to $59,368,371.*

Chesebrough-Pond's Inc.

Chesebrough-Pond's Inc., New York, is the nation's 70th largest advertiser, with 1958 domestic advertising expenditures estimated by ADVERTISING AGE at about $10,000,000, of which $6,883,171 was in measured media. This compares with a 1957 domestic estimate of $10,000,000, of which $5,694,370 was in measured media, and a 1956 estimate of $9,500,000, of which $5,472,028 was measured.

The above figures do not include foreign advertising which is estimated to have been about $5,000,000 in 1958, an appropriation similar to that spent in 1957 and up from $3,500,000 estimated in 1956.

■ Net sales for 1958 hit a record $59,368,371, up 7% from the $55,496,385 reported in 1957, which was the first year the company reported sales and earnings. Net income increased almost 15% over 1957 to hit $3,568,308, equal to $6.28 per share, compared with $5.60 per share in 1957. The company made its 489th dividend payment last year, an unbroken dividend record extending 76 years.

The company's own report on measured media differs slightly in most respects—and notably, in network television where it is $1,000,000 higher—than the figures reported at the conclusion of this profile, which are supplied by outside research organizations. Chesebrough reported its measured media expenditures to AA as follows: Newspapers, $492,497; magazines, $1,372,954; business publications, $58,663; network television, $4,003,834, and spot television, $1,758,838, for a total measured media figure of $7,686,778, which is $800,000 higher than the media total measured by independent sources.

■ Chesebrough-Pond's was formed in 1955 by the merger of the 75-year old Chesebrough Mfg. Co. and the 109-year old Pond's Extract Co. Chesebrough went on to establish an international division, acquired Pertussin cough syrup from Seeck & Kade in 1956 and in September, 1958, purchased for cash the cosmetics and toiletries interests of Vick Chemical Co. This included the Prince Matchabelli and Somonetta lines of perfumes and fragrances and the Seaforth and Black Watch lines of men's toiletries. Sofskin hand cream was also included in the purchase but was resold in two months. Prince Matchabelli Inc. (which embraces Simonetta and Black Watch) operates as a separate organization while Seaforth has been absorbed into the over-all organization.

During 1958 a domestic marketing division was organized to coordinate and direct all advertising, merchandising, sales, new product development and market research activities. The new division is based on a brand manager system in which each brand manager is responsible for coordinating all the marketing functions for his brand. The position of domestic advertising manager was abolished and in its stead an advertising administrator was appointed. Eugene J. Reilly, who held the former post, left the company and Joseph Durlach came in as ad administrator.

At the same time the domestic sales force was doubled, partly due to the fact that Chesebrough resumed U.S. distribution of all Vaseline brand products, a job which had been handled exclusively by Colgate-Palmolive Co. for the previous 84 years. Colgate has estimated the Vaseline sales at between $15,000,000 and $20,000,000 annually.

■ Several new products went into test markets during the year, including three new Pertussin products and four new Pond's items. Packaging changes took place on certain Vaseline and Pond's products and within a year it is expected that all Pond's cosmetic products will have a new distinctive, unifying design. Typical is the one evident on Pond's Moisture Base, a foundation cream nationally introduced this past April. Among this year's test products are a flowing cold cream, a flowing moisture cream—both in pressure containers—and Lavish facial lotion in a ceramic bottle.

Some $4,000,000 was spent to advertise Pond's products domestically, close to $3,000,000 for the Vaseline and Valcream hair line. Pond's cold cream, vanishing cream and dry skin cream are considered No. 1 in their markets. Angel Face (compact make-up) is probably No. 1 in unit sales but exceeded in dollar volume by Revlon's Love Pat. Vaseline hair tonic is in a close three-way race with Vitalis and Wildroot with any one of the three liable to hold a slight lead in any given market. Valcream was introduced to compete with front-running Brylcreem in the tubed, cream hair dressing line. Early this month advertising for Vaseline hair tonic was switched from McCann-Erickson to Norman, Craig & Kummel.

■ Expenditures for Valcream were substantial in the first half of 1958, then practically stopped. Expenditures for the year included $223,000 in general magazines, $843,000 in spot tv and $43,000 in newspapers—more than $1,100,000. Pertussin cough syrup in 1957, its first full year under Chesebrough ownership, received some $500,000 worth of promotion which was increased last year to roughly $600,000 ($331,000 in spot tv) and produced an improved share of market. Vaseline petroleum jelly is virtually the only nationally advertised petroleum jelly and it competes mainly with the hundreds of regional and private brands on the market. About $80,000 went into Sunday supplements for it last year, $7,300 in magazines, $93,000 in spot tv, and a substantial amount in daytime network tv.

Sales in overseas markets set new highs but profits were lower as a result of currency devaluations and higher taxes in some areas. Manufacturing operations were started this year in Thailand and the Malay Federation. The worldwide advertising program runs the gamut from the sophisticated approach to the most elementary. For example, in Canada the weekly half-hour telecast, "Music Makers 1958," won an award for the best Canadian variety telecast.

In South Africa some 50,000 phonograph records were distributed to natives in less developed areas featuring the rhythm and tin whistle background of "kwela" music, the latest South African rage, which extolled the virtues of Pond's vanishing cream "with great success." In Australia a half-hour tv drama, contrasted with the Philippines where sound trucks carried advertising messages to outlying towns and villages, showed movies interspersed with commercials and sold products to villagers from the trucks. Last year television coverage was increased from seven to 15 markets.

To handle its worldwide business Chesebrough-Pond's employed some 47 agencies which produced advertising in 33 languages for 115 markets—a rise of seven agencies, three languages and ten markets over 1957.

■ Domestically, the agency front has been active in the past year. The most recent appointment—the Vaseline hair tonics and Lip-Ice shift from McCann-Erickson to Norman, Craig & Kummel—marked the end of a 47-year relationship between the old agency and the client. NC&K entered the C-P stable in June when advertising for Pond's Angel Touch and Pond's lipsticks switched from J. Walter Thompson, which in turn got five new product assignments. In April, 1958, William Esty Co. entered the agency lineup, snaring Vaseline petroleum jelly from McCann. Compton Advertising is the remaining agency. One of the three will get the rest of the business leaving McCann, which includes the Pertussin line.

During the year, Chesebrough moved to eliminate duplicate production facilities and overhead costs at its three domestic plants, consolidating them at an expanded Clinton, Conn., plant. In Canada it sold two old plants, moved into new facilities at Markham, Ontario and as of December 31 liquidated Pertussin Ltd. of Canada into Chesebrough-Pond's Ltd.

ADVERTISING EXPENDITURES

	1958*	1957
Newspapers	$ 657,907	$ 991,940
Magazines	1,444,116	724,271
Business Publications	58,000	100,000
Network Television	3,098,078	3,164,839
Spot Television	1,625,070	713,320
Total Measured	6,883,171	5,694,370
Total Unmeasured	3,116,829	4,305,630
Estimated Total Expenditure	10,000,000	10,000,000

***To be properly evaluated, the figures shown here should be compared with those cited in the third paragraph, which were supplied by Chesebrough-Pond's.**

MARKETING PERSONNEL

Andrew A. Lynn, vp in charge of domestic marketing
Paul Woolard, vp charge of marketing, Prince Matchabelli Inc.
Frank H. Orr, executive assistant to vp of domestic marketing

Brand Operations

William M. Cook Jr., brand manager, Pond's treatment line
Warren B. Dubin, brand manager, Pond's make-up and fragrance line
Edwin F. Weigand, brand manager, Vaseline petroleum jelly, Vaseline cream hair tonic, Vaseline camphor ice
Robert M. Fenner, brand manager, Vaseline (hair tonic), supervising new product development, Seaforth men's toiletries line, Vaseline Lip-Ice pomade, Pertussin, proprietary products, Valcream
Frank Stamberg, brand manager, Matchebelli
Donald Heller, new products manager
John M. Carpender, assistant brand manager, Seaforth, Vaseline, Lip-Ice pomade
Paul H. Jeynes Jr., assistant brand manager, Pertussin, proprietary products, Valcream

Sales

Robert Neuffer, general sales manager
Rufus T. Hulsey, manager, food store sales
Sam Young, sales promotion and syndicate sales manager
A. W. Hedges, sales administration manager
C. A. Bonistall, northeast regional manager
R. C. Courtney, mid-Atlantic regional manager
John Gardella, southeast regional manager
Kermit G. Welton, midwest regional manager
L. W. Lee, southwest regional manager
William F. Burr, west divisional manager
F. E. Hall, professional products sales manager

Advertising

Albert B. Richardson, vp in charge of advertising
Clark Hambley, vp in charge of advertis-

ACTIVISM!
What's in it for you?

what is the center of California's 4th market?

The San Bernardino trading area. The counties of San Bernardino and Riverside comprise a metropolitan area that is larger in population, households, total retail sales, net effective buying income and where people buy more food, drugs, automobiles, eating and drinking and general merchandise than in the metropolitan areas of Phoenix, San Jose, Sacramento, Salt Lake City, Fresno or Tacoma.

People in this area spend more, per household, for retail sales, and gasoline than in the metropolitan areas of San Diego, Portland, Ore.; or Tacoma.

For a new market study on this profitable market contact your Cresmer and Woodward representative or write, wire or telephone the —

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO CALIFORNIA

SAN BERNARDINO

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number One test market in New England!) thoroughly and more economically than ever with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force throughout New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	**201,503**	**.62**
Sunday Journal	**188,039**	**.60**
Sunday and Morning	**245,758**	**.70**
Sunday and Evening	**331,823**	**.98**
Sunday, Morning, Evening	**389,542**	**$1.04**

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

ing, Matchabelli
Joseph E. Durlach, advertising administrator
Charles S. M. Quigley, international advertising manager

ADVERTISING AGENCIES

J. Walter Thompson, New York—Arthur Porter, account supervisor; Robert Boslet, account executive—Pond's creams, Angel Face, new products—Mildred Wedekind, account executive—Prince Matchabelli Inc.

Compton Advertising, New York—Martin A. Devine, account supervisor; Richard Satterfield, account executive—Angel Skin, Seaforth Valcream.

William Esty Co., New York—William Booth, account supervisor; William E. Palmer, Eugene A. Petrillo, account executives—Vaseline petroleum jelly.

Norman, Craig & Kummel, New York—Norman B. Norman, account supervisor; Warren Fales, account executive—Pond's lipstick, Angel Touch, Vaseline hair tonic, Lip-Ice pomade.

Chrysler Corp.

Chrysler Corp. was the nation's ninth largest advertiser in 1958, spending an estimated $58,754,000, including $43,348,773 in measured media.

In 1957 Chrysler's ad budget was estimated at $72,300,000, including $59,128,399 in measured media. The total in 1956 was $60,093,289.

The company's total advertising expenditure in 1959 is expected to be substantially more than the 1958 figure, due to a marked increase in sales thus far, plus the introduction of two new cars—the small-size Valiant and the low-price Dodge Dart series—this fall.

■ The company lost money last year. Net sales were $2,165,382,000, which was 39% below the record 1957 sales figure of $3,564,983,000. Chrysler had a net loss of $33,825,000 in 1958, compared with net earnings of $119,952,000 in 1957.

the nation's 47th largest market!

Indiana's 2nd largest market!

GARY
HAMMOND
E. Chicago, Ind
METRO AREA

reach it SELL it ONLY through
THE GARY POST-TRIBUNE
THE HAMMOND TIMES
REPRESENTED BY: BURKE, KUIPERS & MAHONEY, INC

The auto industry suffered during the first nine months of 1958, but began to pick up in the final quarter. Chrysler, however, was unable to share in this upswing, due to critical work stoppages.

For the first six months of 1959, Chrysler dollar sales were $1,531,000,000, or 42% better than the $1,075,000,000 for the first half of 1958. Earnings through June of this year hit $58,000,000, compared with a net loss of $25,200,000 for the like period last year. Unit sales of U.S. cars and trucks at Chrysler totaled 509,244, compared with 374,222 units sold during the first half of 1958.

■ Chrysler Corp.'s share of the U.S. auto market last year was about 14.9%, down from about 19.5% in 1957. Worldwide sales included 387,617 Plymouths (684,475 in '57), 134,627 Dodges (326,732 in '57), 38,043 De Sotos (117,179 in '57), 54,237 Chryslers (122,980 in '57), 13,488 Imperials (37,916 in '57) and 68,807 Dodge and Fargo trucks (92,669 in '57).

Chrysler purchased 25% stock interest in the French Simca car, and now handles distribution of the import in the U.S. Sales last year (since Sept. 30, when Chrysler took over) were 7,280 units. For the first six months of '59, 30,310 Simcas were sold here. Richard N. Meltzer Advertising has the U.S.-Canada Simca account.

■ Participation in the field of missiles, tanks, trucks and other military projects accounted for $325,000,000, or 15% of Chrysler's dollar sales last year. During 1958 the company established a missile division and an advanced projects organization. The company also has a $72,000,000 contract for medium tanks this year.

Last September Chrysler formed a separate overseas company, Chrysler International S.A. (Cisa), with headquarters in Geneva.

Chrysler said that beginning in 1960 it will fabricate some of its own glass, with the intention of eventually supplying 50% of its own needs. Pittsburgh Plate Glass Co., where a strike left Chrysler without glass early this year, will continue to be a major supplier, the company added.

Capital expenditures for plant improvement and replacement last year amounted to $63,000,000, compared with $96,000,000 the previous year. During the past six years Chrysler has spent over $1 billion for plant improvement, expansion and tooling.

■ Chrysler's entry into the U.S. small car field this fall will be the Valiant, with advertising to be handled by Batten, Barton, Durstine & Osborn, which also does advertising for De Soto. The company will also add a lower-price series, the Dart, to its Dodge line. The Dart is expected to be priced competitively with Ford, Chevrolet and Plymouth. Grant Advertising, the Dodge agency, was awarded the Dart account.

Marketing responsibilities for the Valiant have been assigned to the Plymouth-De Soto division. However, sales reportedly will not be restricted to dealers handling Plymouths and De Sotos.

■ This summer Chrysler shuffled its sales organization, creating three sales divisions at the corporate level, headed by Edward C. Quinn, vp-sales divisions. He formerly headed Chrysler Motors Corp., marketing arm of Chrysler Corp. The three divisions are:

• Chrysler-Imperial division, which remains under the supervision of C. E. Briggs, general manager;

• Dodge car and truck division, continuing under the direction of general manager M. C. Patterson;

• Plymouth-De Soto division, headed by Harry E. Chesebrough, formerly general manager of Plymouth.

■ James B. Wagstaff, formerly general manager of De Soto, was named director of the corporate sales staff, a new group responsible for corporate sales training and service training, MoPar sales office, area directors, fleet sales office, government and military sales office and service development. Frank J. Suslavich, former southern marketing director, is now assistant to Mr. Wagstaff.

Each sales division will be responsible for all field sales activity in its lines. Each will handle its own distribution, product planning, advertising, market analysis, sales promotion, field service, scheduling, dealer relations and public relations. Mr. Quinn will also direct sales of the Simca in the U.S.

■ Changes in the Dodge division include: William J. Bird, previously assistant general sales manager in the general sales office, is now assistant general manager of the Dodge division. John B. Naughton moved from director of Dodge vehicle sales to division general sales manager. Lee F. Desmond, formerly assistant general manager, is now executive assistant.

In the Chrysler-Imperial division, E. M. Braden, formerly with Chrysler Motors, was named general sales manager, and W. E. Foraker, of Mr. Briggs' staff, was named executive assistant.

Keith R. Matzinger, formerly sales promotion manager at Chrysler-Imperial, succeeded Harry C. Ault as advertising manager. Harry C. Halstead, of the advertising staff, became sales promotion manager.

In the new Plymouth-De Soto division, Jack W. Minor became director of marketing and Edward P. Letscher was named general sales manager. Mr. Minor formerly was general sales manager for Plymouth; Mr. Letscher was on the staff of E. C. Quinn.

Earlier this year, William L. Martin, formerly manager of dealer placement for the automotive sales group, was named sales manager of the Amplex division, succeeding Karl Kuhlen.

Chrysler Corp. of Canada, Windsor, split its account this year, with Grant Advertising of Canada getting the Dodge and De Soto cars and Dodge truck accounts, plus responsibility for Canadian tv. Ross Roy of Canada, which formerly had the entire account, continues to handle Chrysler and Plymouth cars and Fargo trucks.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$16,049,691	$26,144,287
Magazines	7,844,399	10,362,273
Farm Publications	444,463	466,705
Business Publications	999,100	892,100
Network Television	14,341,471	18,915,776
Spot Television	635,460	1,013,750
Outdoor	734,189	1,333,508
Spot Radio	2,300,000	——
Total Measured	43,348,773	59,128,399
Total Unmeasured	15,405,227	13,011,601
Estimated Total Expenditure	58,754,000	72,300,000

AUTOMOTIVE SALES GROUP

MARKETING PERSONNEL

Marketing and Sales

Byron J. Nichols, group vp-automotive sales
W. H. Klenke Jr., administrative assistant
A. B. Nielsen, executive assistant
E. C. Quinn, vp-sales divisions
J. B. Wagstaff, vp and director of corporate sales staff

Advertising

Richard E. Forbes, director of corporate advertising and sales promotion
J. R. Barlow, manager-product advertising
V. T. Hepp, manager—promotional services

ADVERTISING AGENCIES

Leo Burnett Co., Detroit and Chicago—corporate advertising—F. Strother Cary, vp and account supervisor; William Diener, vp in charge of client services; Robert H. Leonhard, account executive.

Ross Roy Inc., Detroit—sales and service training aids—W. W. Shaul, vp in charge.

Richard N. Meltzer Advertising, Detroit—Simca—R. N. Meltzer, account supervisor.

PLYMOUTH-DE SOTO DIVISION

MARKETING PERSONNEL

Sales

Harry E. Chesebrough, corporate vp and general manager
E. P. Letscher, general sales manager

Advertising

Fred Schoumann, account executive
J. W. Minor, director of marketing
L. T. Hagopian, director of Plymouth advertising and sales promotion
J. L. Wichert, director of De Soto advertising and sales promotion
W. A. Hammond, advertising manager (Plymouth)
R. L. Goodwin, advertising manager (De Soto)
D. Julius, sales promotion manager (Plymouth)

ADVERTISING AGENCIES

N. W. Ayer & Son, Detroit—Plymouth—Richard T. O'Reilly, account supervisor.

Batten, Barton, Durstine & Osborn—De Soto and Valiant—Robert Anderson, John McKee, A. J. Weinrich and Charles Murphy, account executives.

ADVERTISING EXPENDITURES

Plymouth

	1958	1957
Newspapers	$ 5,914,648	$ 8,645,164
Magazines	1,122,704	1,917,683
Farm Publications	71,027	113,190
Network Television	4,219,031	4,900,051
Spot Television	111,200	482,270
Outdoor	427,706	860,574
Total Measured	11,856,316	16,918,932

De Soto

	1958	1957
Newspapers	$ 1,961,118	$ 2,945,539
Magazines	945,493	1,107,784
Network Television	1,231,906	1,593,036
Spot Television	145,700	61,420
Outdoor	113,698	40,187
Total Measured	4,397,925	5,914,601

DODGE CAR & TRUCK DIVISION

MARKETING PERSONNEL

Sales

M. C. Patterson, corporate vp and general manager
W. J. Bird, assistant general manager
J. B. Naughton, general sales manager
W. C. Hanway Jr., manager-truck sales

Advertising

W. D. Moore, director of advertising and sales promotion
A. C. Thomson, advertising manager-cars
W. G. Osborn, advertising manager-trucks
R. L. Shugg Jr., sales promotion manager-cars
D. S. Maddock, sales promotion manager-trucks
H. F. Connell, manager-shows and exhibits

ADVERTISING AGENCIES

Grant Advertising, Detroit—passenger cars—Doyle W. Lott, vp and account executive.

Ross Roy Inc., Detroit—trucks—Joseph G. Mohl, vp and account supervisor.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,949,057	$ 5,821,902
Magazines	1,565,808	2,055,698
Farm Publications	246,940	243,753
Network Television	5,743,160	6,849,388
Spot Television	120,110	370,640
Outdoor	151,242	40,187
Total Measured	10,776,317	15,381,517

CHRYSLER-IMPERIAL DIVISION

MARKETING PERSONNEL

Sales

Clare E. Briggs, corporate vp and general manager
W. E. Foraker, executive assistant
E. M. Braden, general sales manager
W. G. Beasley, sales manager-Imperial

Advertising

J. C. Cowhey, advertising and sales promotion director
Keith R. Matzinger, advertising manager
H. C. Halstead, sales promotion manager

ADVERTISING AGENCY

Young & Rubicam, Detroit—Chrysler and Imperial cars—Joseph G. Standart Jr., account supervisor; E. J. Singelyn and Joseph J. Seregny, account executives; Philip O. Spelman, public relations account executive.

ADVERTISING EXPENDITURES

	1958	1957†
Newspapers	$ 1,015,783	$ 5,619,654
Magazines	2,090,886	2,032,187
Farm Publications	63,450	78,850
Network Television	567,606	1,384,875
Spot Television	13,720	46,970
Outdoor	41,543	225,925
Total Measured	3,792,988*	9,388,461

* Measured figures are supplied by various media groups. Chrysler-Imperial division, while supplying no breakdown, said it spent $7,954,000 in measured media in 1958.

† revised figures

CHRYSLER CORP. PARTS (MOPAR) DIVISION

MARKETING PERSONNEL

Sales

T. E. Waterfall, president
L. W. Piot, retail sales manager
S. J. Wall, wholesale sales manager

Merchandising (Advertising)

S. J. Henning, merchandising manager
J. T. Davis, advertising supervisor
E. O. Kade, sales promotion supervisor

ADVERTISING AGENCY

N. W. Ayer & Son, Detroit—MoPar parts—William T. Lowe, account supervisor.

AIRTEMP DIVISION

Dayton, O.

MARKETING PERSONNEL

Sales

J. B. Ogden, vp-sales
F. J. Laughna, director of branch operations

Advertising

R. R. Routh, director of advertising and sales promotion

ADVERTISING AGENCY

Grant Advertising, Dayton—heating, cooling and refrigeration equipment—Homer Eastman, account supervisor; James Downey, account executive.

MARINE & INDUSTRIAL ENGINE DIVISION

MARKETING PERSONNEL

Sales

L. E. Nelson, vp-sales
L. A. Peaslee, industrial sales manager
William M. Vollendorf, marine sales manager

ADVERTISING AGENCY

Zimmer, Keller & Calvert, Detroit—Richard W. Long, account executive.

AMPLEX DIVISION

MARKETING PERSONNEL

Sales

W. L. Martin, sales manager

what are you looking for in lithography?

FOLLOW THROUGH SERVICE
• EXPERT COUNSEL

you can be sure of these at
CADILLAC
PRINTING & LITHOGRAPHING CORP.
812 West Van Buren Street • Chicago Illinois
PHONE TAylor 9-3380

ADVERTISING AGENCY

Church & Guisewite, Midland, Mich.—Carl J. Zotter, account executive.

CHRYSLER CORP. OF CANADA
(Windsor)

MARKETING PERSONNEL

Sales

C. O. Hurley, vp-sales
K. W. Heath, executive assistant
J. G. Craig Jr., vp-defense and special products

Advertising

E. W. Irwin, director of vehicle marketing
F. W. Martin, advertising manager

ADVERTISING AGENCIES

Ross Roy of Canada Ltd., Windsor—Chrysler and Plymouth cars and Fargo truck—T. G. McCormick, exec vp.

Grant Advertising of Canada, Windsor—Dodge and De Soto cars, Dodge trucks and Canadian tv—Robert B. Conroy, account supervisor; Sidney Wallach, account executive.

Richard N. Meltzer Advertising, Detroit—Simca—N. F. Free, account executive.

Coca-Cola Co.

Coca-Cola Co., Atlanta, Ga., is the nation's 36th largest advertiser, with total expenditures in 1958 estimated at $21,500,000, of which $12,559,317 was in measured media in the U. S. This compares with an estimated $22,455,500 in 1957, of which $13,455,543 was in measured media.

Coca-Cola continues to be the most heavily advertised single product in the world. In 1958, as in the preceeding year, the parent company and its bottlers in 104 countries spent an estimated $40,000,000 for advertising of all kinds.

The company reported a net profit in 1958 of $30,038,591. It does not report sales figures. These are estimated in the bottling industry to have been about $309,220,000. Corresponding figures for 1957 were $29,919,776 and $300,000,000.

For the first six months of 1959 the company reported a consolidated net profit of $14,795,471, compared with $13,593,021 in the first six months of 1958. This was reportedly the best result from operations for a comparable period in ten years.

■ During the past year the company has been test marketing soft drinks other than Coca-Cola under the brand name of Fanta through its bottlers in Boston, Chicago and San Francisco. Since 1955, Fanta drinks have been marketed abroad in five flavors—orange, root beer, lemon-lime, grape and ginger ale.

William E. Robinson, company chairman, speaking before the Financial Analysts of Philadelphia in May, said that several months more of testing will be required before the company decides whether to market the flavors nationally here. If it decides to market Fanta flavors nationally, he said, a concentrated merchandising program would be undertaken. He estimated it might take five years to establish the brand. He also said that the company has enough capacity in its syrup plants to take care of substantial development in Fanta without expanding facilities. But merchandising the new drinks would call for "substantial expenditures over the long run," he said.

■ Commenting on another phase of the company's business, Mr. Robinson said currently about 2% of the total soft drink market is sold in cans. There appears to be no sign that this will increase, he said, because of the higher cost of cans compared with bottles.

About 70,000,000 bottles of Coke are sold daily, he said, with about 75% of the company's dollar sales volume in the U. S. and Canada.

During the past several years Coca-Cola has been faced with increased competition from Pepsi-Cola. Sales figures show that while Coke sales have risen 37.7% during the past eight years, Pepsi sales have increased 193% in the same period.

■ About four-fifths of the company's business, including premix contracts, is handled by Coca-Cola bottlers, of which there are about 1,100 in the U. S. The remainder of the business is handled by more than 2,000 wholesalers who sell Coca-Cola fountain syrup to drug stores and other outlets. There are about 70 Coca-Cola bottling plants operating abroad.

In addition to its own national advertising, the company offers its bottlers complete package kits of radio and tv spots, newspaper ads, outdoor posters and assorted promotional material.

Two of the company's key executives retired early this year—Felix W. Coste, vp and director of marketing, subsequently became president of Outdoor Advertising Inc., and Curtis H. Gager, exec vp, has returned to New York to engage in management and consultation work. No replacements have been named for Messrs. Coste and Gager.

In the advertising department E. D. Sledge, former vp and advertising manager, has been named vp and director of advertising, and Hunter Bell has been appointed vp and advertising manager.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 4,023,772	$ 3,469,297
Magazines	1,551,377	1,280,666
Business Publications	63,300	50,000
Network Television	——	1,041,290
Spot Television	3,699,270*	4,207,890
Outdoor	3,221,598	3,406,400
Total Measured	12,559,317	13,455,543
Total Unmeasured	8,940,683	8,999,957
Estimated Total Expenditure	21,500,000	22,455,500

* Spot tv listed as Coca-Cola Bottlers.

ADVERTISING PERSONNEL
(Atlanta)

E. D. Sledge, vp and director of advertising
Hunter Bell, vp and advertising manager

ADVERTISING AGENCY

McCann-Erickson, New York—Paul Foley, senior vp; Neal Gilliatt, vp and management service director; Jack McClure, vp and account director, bottler advertising; Robert H. Jones, vp and account director; Thad Horton, account executive, export advertising.

Colgate-Palmolive Co.

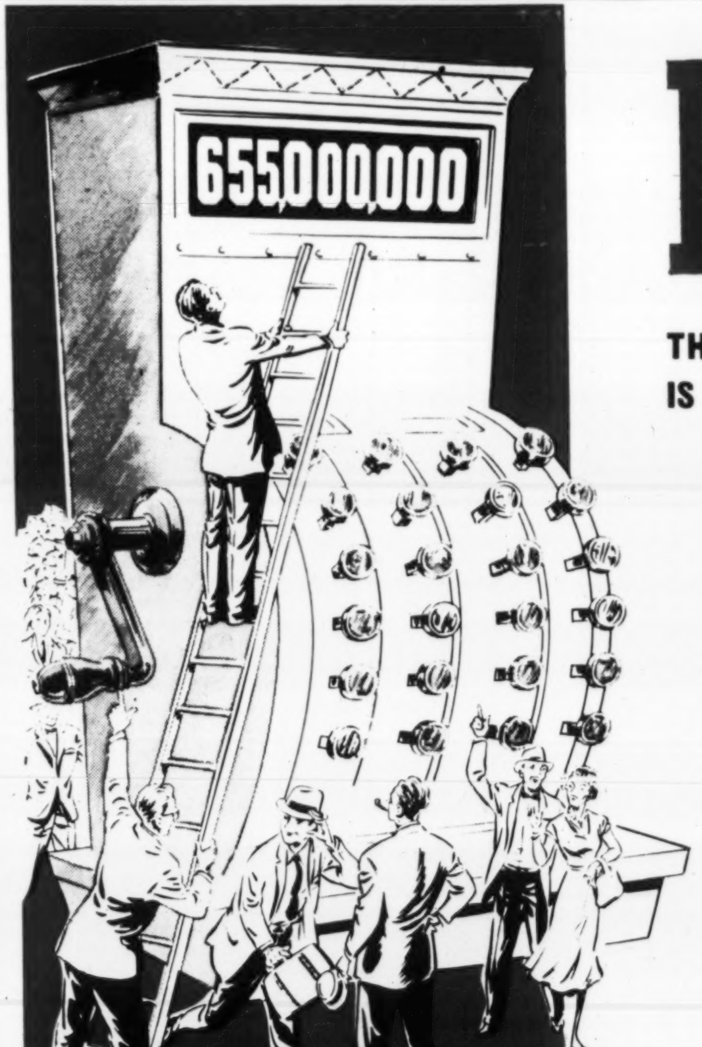
Colgate-Palmolive Co., New York, is the nation's sixth largest advertiser, with 1958 domestic advertising expenditures estimated at $68,000,000, of which $46,911,250 was in measured media. This compares with 1957 expenditures of $64,000,000, of which $40,000,000 was in measured media. This expenditures of $67,000,000, including $44,480,000 measured. Of the measured media, television accounted for nearly $34,000,000, with almost $23,000,000 network and around $11,000,000 spot tv.

In 1957 the company spent an estimated $50,000,000 in international advertising, which was not included in the above totals, and it is likely that expenditures were comparable in 1956.

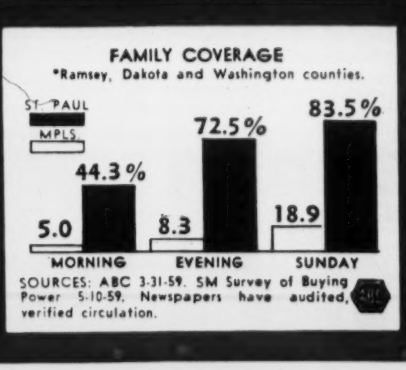
Worldwide sales hit an alltime high in 1958 as they rose to $534,047,000 from $506,910,000 in 1957. A breakdown shows that $271,322,000 was in domestic sales, and $262,725,000 was foreign. The domestic gain was $2,607,000; the foreign, $24,530,000.

Colgate's foreign business has shown a rather spectacular rise in the past ten years, going steadily up from $87,000,000 in 1949 to a volume almost three times as great last year. In the same period, domestic sales have gone from $204,000,000 to a volume not quite one-third higher last year.

Domestic sales of Colgate products increased more than $13,000,000 over 1957. A contract whereby Colgate was responsible for domestic distribution of Chesebrough-Pond's Inc. Vaseline products terminated July 1, 1957, as Chesebrough set up its own sales organization. Colgate income from this arrangement had been reported to be between $15,000,000 and $20,000,000. In 1957 Colgate



AND 1 NEWSPAPER OFFERS UNCHALLENGED BLANKET COVERAGE!



SOURCES: ABC 3-31-59. SM Survey of Buying Power 5-10-59. Newspapers have audited, verified circulation.

BIG AS IT ALREADY IS . . .

THE $655 MILLION ST. PAUL MARKET IS STILL ON THE GROW!

That pleasant ringing sound you hear from the direction of the 3-county St. Paul Market* is only the clang of cash registers . . . merrily adding up $655 million in annual retail sales!

And those same happy tills are going to be even busier . . . for as big and rich as it already is, the St. Paul Market of 529,600 people is going to be a lot bigger and richer!

One after another, dramatic headlines tell the story. Dayton's Inc., is blueprinting plans for the most outstanding store between Chicago and the Pacific coast. Sears is on the verge of breaking ground for a sprawling new store. And Powers is already constructing a huge new retail outlet. Far from being restricted to just perimeter growth, St. Paul is on the grow all the way from loop to suburbs!

To cash in on this mushrooming market for all it's worth, make your move to the one and only newspaper to blanket every prosperous inch of it . . . the St. Paul Dispatch-Pioneer Press.

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Represntatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco
St. Paul—Minneapolis

Whether you rely on the power of black-and-white or the impact of blazing color . . . St. Paul belongs on your "A" schedule!

suffered a $22,000,000 drop in domestic volume from the 1956 figure of $291,000,000, a domestic record.

■ Consolidated net income for 1958 was $21,166,000 or $8.27 per share, compared with $19,930,000 or $7.81 per share in 1957. Here too, the foreign subsidiaries more than carried their weight as their earnings of $13,986,000 (up from $12,984,000) were nearly double domestic earnings of $7,180,000 (up from $6,946,000). Adjustments for conversion of foreign currencies reduced foreign earnings by $1,258,000 in 1958 and $960,000 in 1957. Colgate comments that the domestic organization "absorbs the cost of many basic expenses including research and development, etc."

In the first half of 1959, worldwide sales reached a new high of $292,216,000, up $26,770,000 over the 1958 first half. Consolidated net income was $11,085,000, or $1.37 per share, up 30% from $8,355,000, or $1.08 per share, in the previous first half. For the second quarter of 1959, sales of $150,556,000 set a quarterly record, with both domestic and foreign contributing to the increase. Colgate stock was split three-for-one earlier this year.

■ The 1958 domestic increase came from all three divisions, with the two major ones, toilet articles and household products, each contributing more than 5%. The past year was the first full year of operation under the divisionalized form of organization adopted in 1957, and it was a year of expanding corporate activity. Edward H. Little, the vigorous 78-year-old president and chairman, stated last year that the company should become a $1 billion operation in ten years, through increased sales volume of present and new products plus the acquisition of other companies.

■ With this in mind, Colgate purchased the Wildroot Co. last February, added its hair treatment products to its own line of toilet articles, of which it is reportedly already "the world's largest producer." (Colgate claims 25% of total U.S. consumer toilet article purchases.) In June, Colgate acquired the Sterno Corp., which markets the famous Sterno Canned Heat as well as an extensive line of stoves, heaters, food warmers and other appliances utilizing this fuel. Both companies were integrated into Colgate's operations—Wildroot into the toilet articles division and Sterno into the associated products department which handles sales of industrial products to hotels, restaurants, laundries and other businesses. Advertising for the Wildroot account, billing in excess of $3,000,000, was transferred from Batten, Barton, Durstine & Osborn to Ted Bates & Co., Colgate's biggest agency, because of "conflicting interests" within BBDO, which is a Lever Bros. agency.

■ At the annual shareholders' meeting in April, Mr. Little announced the company's entry into the proprietary and ethical drug fields. He said the new division would develop its own proprietaries, of which several were under consideration, and that it would also seek to buy an ethical drug house. Herbert P. Nack, formerly director of the professional products division of Johnson & Johnson, was named vp in charge of the Colgate Pharmaceutical Laboratories division.

The associated products department, incidentally, has shown steady growth since its creation two years ago. In the last year it has added 11 new products. These are Colgate Car Wash; Quick-O-Matic, a machine dishwashing compound; Quick-Solve, a one-shot product for laundries; Colgate bath soap for hotels; Arctic hexachlorophene liquid scrub soap for hospitals; Coleo, a hospital laboratory glassware cleaner; Mentor Beads, a basic for convertors of cleaning compounds; Arctic Syntex M Liquid, a mild synthetic hand dishwashing compound, and institutional Florient, Ajax and Kan-Kil. More than 20% of this division's sales in the first half of 1959 were from items that did not exist last year.

■ The most important executive change of the past year was the retirement of Colgate veteran Stuart Sherman as corporate vp-marketing, because of serious eye illness requiring complete rest. He started with the company in 1931, subsequently founded the Sherman & Marquette agency which handled many Colgate campaigns, and rejoined the company in 1956. Mr. Sherman remains on the board of directors and is succeeded by John L. Bricker as vp of corporate marketing. Mr. Bricker first worked for Colgate in 1949 and rejoined the company earlier this year, after leaving his post as executive vp of Outdoor Advertising Inc.

Other key personnel changes included the resignation of John P. Kauffman as director of marketing-household products division, to join Revlon Inc. as a vp, from which he subsequently resigned. His Colgate post remains unfilled. Edward A. Gumpert, general product manager in the toilet articles division, left Colgate in October and was succeeded by Kenneth B. Arrington, former product manager of Colgate dental cream. Last month Donald A. Wells resigned as general products manager of the household products division to join the executive staff of Batten, Barton, Durstine & Osborn.

■ On the advertising front, two agencies have left Colgate since the first of this year. Chicago's John W. Shaw Advertising was first named to the C-P roster in July, 1956, to handle a "trade advertising" program which never really materialized. It had the Colgate men's line, worth some $300,000, when it was "mutually agreed" to terminate. The traveling problems involved in servicing this comparatively low-billing account were cited.

The account was awarded to Street & Finney, the agency which also acquired Super Suds shortly thereafter, as Cunningham & Walsh threw in the towel after six years as a Colgate agency. C&W started with the troubled Super Suds brand in 1952, subsequently added the disappointing Brisk dentifrice and several test products but its billings never exceeded $1,400,000 and at the time of the split they were down to about $500,000, a prohibitively small sum for the top talent required, according to the agency. Brisk toothpaste, with a total budget probably less than $350,000, is now unassigned.

Last August, Colgate gave the Cashmere Bouquet line to D'Arcy Advertising, thus writing the final chapter in its history with Bryan Houston Inc. and its predecessor agency, Sherman & Marquette. In June last year Colgate took Ajax cleanser out of Houston and assigned it to McCann-Erickson, which had long been angling for a chunk of C-P business. Subsequently McCann was awarded Spree, a combination beauty soap bar which was introduced this May and is now being tested in eight cities.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the extensive material about the 100 leading advertisers of 1958. The usual features will be back in their regular places next week.

■ Colgate has a heavy schedule of new and improved products. In the toilet articles division, a two-way Halo and a three-way Halo, for dry, oily or medium hair are undergoing market test and one or both new versions will soon be introduced nationally—probably next month. Plans for market testing a new Colgate toothbrush are "virtually completed." Also in this division, a new women's deodorant will be tested shortly as well as a male deodorant and other new products are in developmental stages.

The household products division climbed onto the heavy duty liquid detergent bandwagon with Genie, now being tested on the West Coast and in Syracuse. There is still no indication as to whether it will go national, the company reports. In May Jay S. Conley & Co., a detergent cleaner maker of Mountain View, Cal., filed a trademark and unfair competition suit against the company charging Colgate's Genie with infringing on Conley's Jeenie, which Conley says has been its trademark since 1953. Conley seeks a "cease and desist" and Colgate has been compelled to go to early trial, scheduled to start this month.

■ The company's No. 1 product, and the No. 1 seller in its market, is Colgate's toothpaste. It has been faced with tough competition in recent years, particularly from Procter & Gamble, and may well have expanded its market share last year to 35% or better. The dentifrice is also the company's No. 1 advertising spender; the expenditure last year, which was higher than 1957, was probably about $15,000,000, of which $3,807,950 went into spot tv, $1,563,353 into newspapers and $1,079,173 into magazines and Sunday supplements. The aerosol dentifrice market was moving along at a $13,500,000 clip, moving into 1959, and Colgate claimed more than a third of this business for its version, which was first in national distribution last year.

Ajax scouring powder has been steadily losing ground to Procter & Gamble's Comet. Once in control of more than 50% of the total market and solidly in the No. 1 position its share today is hardly better than one-third of the market. One market survey which found Ajax in first place in 17 out of 22 markets in 1957, placed Comet in first position in 15 of those same markets last year. In the last year a bleach has been added to the formula, and subsequently improved. Measured media expenditures in 1958 included $1,082,820 in spot tv and $739,446 in newspapers and the total budget on this product may have been more than $5,000,000.

■ Fab detergent broke a major campaign last year for its Duratex ingredient and was repackaged in a new gold foil box. The results were only fair and its share of market is still well under 10%. Measured media expenditures totaled $1,792,440 in spot tv (second only to the dental cream in that medium), $1,298,858 in newspapers (again second to the dentifrice) and $1,020,116 in magazines and Sunday sections.

Halo, once the No. 1 shampoo, has since slipped into third place behind Breck and Prell, and will shortly launch the new formula mentioned earlier in this article in an attempt to regain its lead. Measured media expenditures last year were $1,349,770 in magazines and Sunday sections, $775,350 in newspapers and $411,190 in spot tv.

Lustre-Creme continues in solid position as the No. 1 cream shampoo with probably more than 40% of the market. A liquid Lustre-Creme was introduced last year, after about a year of test marketing, with what was then described by the company as the "biggest advertising campaign in the shampoo industry." Measured media expenditures for Lustre-Cream shampoos in 1958 show totals of $712,351 in magazines, $91,380 in spot tv and $21,376 in newspapers.

■ The Palmolive shaving cream line, in aerosol, lather and brushless versions, have more than 20% of the total market and together with the Colgate shaving line which holds possibly another 8% share, constitutes the No. 1 shaving line. Some surveys show that Palmolive got even more entrenched in its enviable post last year with Palmolive brushless widening the gap between itself and Mennen and Palmolive Rapid Shave (aerosol) pulling further ahead of Carter Products' Rise, although the latter still lays claim to being the country's largest seller.

Measured media expenditures were concentrated in spot television last year with $102,810 going for Colgate shave cream, $161,700 for Palmolive shave cream and $646,590 for Rapid Shave, plus $196,980 in magazines for Colgate shave cream. All told, in excess of $3,000,000 was probably spent for all shaving products advertising, including after shave items.

■ The suit by Carter Products charging Colgate with patent infringements of Carter's pressurized shave creams was still under litigation as Carter appealed, and lost the first round on, a ruling which said that the present pressurized formulation (made since May, 1956) is not in violation of the patent. The court has already awarded treble damages (amount still undetermined) for 1,600,000 cans of Rapid Shave which were made prior to 1956 and were ruled an infringement on the patent.

Among other products, AD detergent and Super Suds both showed upward spurts since the dish-pack program—one unit of a china set in each box—got under way last year, though both products are well down on the share-of-market roster. AD spent $1,560,270 in spot tv last year and a minuscule sum in newspapers. Super Suds spent $102,590 in spot tv and $57,256 in newspapers. Vel liquid and Vel powder detergents, together spending something under $2,000,000, retained their secondary share of markets.

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

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Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
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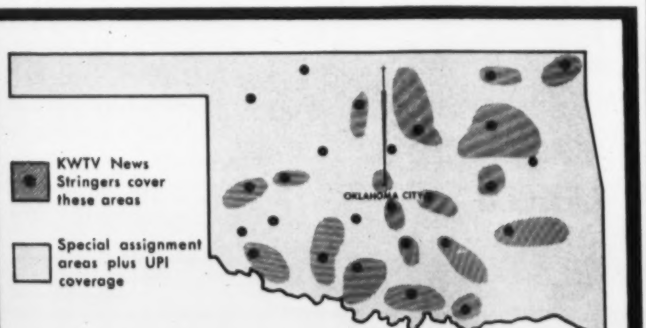
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News from every Oklahoma town and hamlet funnels into KWTV through a network of KWTV's own news stringers, plus the facilities of KWTV's own news staff and UPI. It's *Community* Coverage NEWS that makes KWTV Oklahoma's No. 1 television station!

BUY the TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman

Figures continue to prove that The Washington Star is the

top newspaper in Washington, D.C. for grocery advertising

During the first 7 months of 1959

The Star Outgained

Washington's two other newspapers in retail grocery advertising over same period 1958

The Washington Star	**UP**	**13.2%**
Post-Times Herald	UP	7.6%
Daily News	UP	6.6%

In a three newspaper city, the leading chain and independent grocery advertisers placed 47% of their total retail grocery linage in The Star during the first seven months of this year. Certainly these experienced advertisers are in the best possible position to know Washington and its three newspapers. They know for sure that Star readers are their best customers. That's why The Star steadily outgains Washington's two other newspapers in retail grocery advertising. And remember, check with your O'Mara & Ormsbee man for full information about The Star's multiple page discounts on FULL ROP COLOR.

The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON, D.C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco
Special Florida representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Ave., Miami Beach, Florida.

Palmolive soap, with formula and packaging changes and an expanded budget of well over $1,000,000, improved its share of the market to about 7%. The Cashmere Bouquet line continued at about 4% of the market, with its talc believed to be the leader in the field. Veto deodorant, spending over $1,000,000, remained on the low level of the underarm deodorant totem pole, probably with less than 5% of the market. Florient, spending over $1,000,000, continues as the top room deodorant. It, too, has undergone packaging changes. Kan-Kil insecticide apparently received minor promotion last year.

■ The Colgate company, which some observers note is becoming more and more a drug and toiletries operation and less and less a soap company, was the nation's third largest tv advertiser last year. Its $34,000,000 expenditure was exceeded only by two other soap companies—Lever with $39,000,000 and P&G with a phenomenal $84,000,000. Colgate's major tv properties include "The Millionaire," "The Big Payoff," "Top Dollar," "Robin Hood" and "Mighty Mouse," plus an $11,000,000 spot tv program.

Recently, the company made one of the block-busting buys of the upcoming season by signing up for two full-hour programs—"Perry Mason" on Saturday nights and the "Ed Sullivan Show" on Sunday nights—a $12,000,000 CBS purchase. Colgate had pioneered the big weekend show in tv's early days with the "Colgate Comedy Hour" which was dropped after the "Ed Sullivan Show" passed it on the ratings scale.

■ Colgate was the first of several sponsors to pull out of a scandal-tainted quiz show last year when it axed the popular daytime "Dotto" quiz following an investigation from a complaint submitted to the company by a standby contestant.

Overseas operations last year were conducted through 39 subsidiary companies, three of which—Malaya, Thailand and Hong Kong—were added during the year.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 8,276,947	$ 8,663,208
Magazines	3,562,470	4,661,664
Farm Publications	141,556	118,949
Business Publications	302,000	——
Network Television	22,857,497	19,375,713
Spot Television	11,020,780	7,739,080
Spot Radio	750,000	——
Total Measured	46,911,250	40,558,614
Total Unmeasured	21,088,750	23,441,386
Estimated Total Expenditure	$68,000,000	$64,000,000

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

CORPORATE MARKETING

MARKETING PERSONNEL

Edward H. Little, chairman of the board and president
Ralph A. Hart, executive vp
John L. Bricker, vp, corporate marketing
Spencer C. Valmy, director of public relations
A. G. Kavner, manager, product publicity
E. G. McDermott, consumer relations coordinator
D. E. Chamberlin, special projects coordinator
G. T. Laboda, director of radio and television
Gregory T. Lincoln, assistant director of radio and television
R. F. Mahoney, production supervisor

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

William T. Miller, vp and general manager
E. E. Buckner, general sales manager
R. Angelus, product manager, Palmolive Soap, Kan-Kil
R. J. Clark, product manager, Vel Liquid, Vel Beauty Bar, Florient
W. T. Eldridge, product manager, Vel Powder, Octagon, Kirkman, Super Suds
T. J. Hennon, product manager, Cashmere Bouquet Soap, AD
F. S. Matthews, product manager, Fab
D. W. Ross, product manager, Ajax
W. M. Schmick, manager, new products
F. B. Satterthwaite, manager, market research
W. T. Egan, manager, packaging
Edward Tabibian, merchandising manager

TOILET ARTICLES DIVISION

MARKETING PERSONNEL

C. Guy Grace, vp and general manager
R. E. Hilbrant, vp and director of marketing
K. B. Arrington, general product manager
C. G. Green, general sales manager
A. E. Ritchie, manager, Wildroot department
J. A. Deimling, product manager, Colgate aerosol dental cream, Colgate tooth powder, Colgate chlorophyll toothpaste, Colgate ribbon dental cream, Brisk
P. Byrne, product manager, Cashmere Bouquet cosmetic line, Palmolive men's line
J. J. Hirschberg, product manager, Lustre-Creme products, Veto line
K. White, product manager, Halo, Colgate men's line
R. A. Harris, manager, new products
M. Ward, manager, market research
G. D. Miles, manager, packaging

COLGATE PHARMACEUTICAL LABORATORIES

MARKETING PERSONNEL

Herbert P. Nack, vp and general manager
G. B. Rooney, product manager

ASSOCIATED PRODUCTS DEPARTMENT

MARKETING PERSONNEL

E. P. Field Jr., general manager
J. M. Nykiel, sales manager
W. A. McConlogue, manager, new products

ADVERTISING AGENCIES

Ted Bates & Co., New York—Colgate Ribbon and Colgate aerosol dental cream—R. Montgelas, Ronald C. Bradley, supervisors; J. Kavanagh, account executive. Courtlandt P. Dixon, supervisor: Palmolive men's line, B. Bryan, account executive; Wildroot line, W. Ballard, account executive. Herbert G. Drake, supervisor: Fab, R. W. Castle, account executive; Palmolive soap, Dwayne L. Moore, account executive; and Octagon, Robert F. Degen, account executive.

Lennen & Newell, New York—Lustre-Creme products—Gordon Cates, supervisor; S. M. Kenyon, account executive. E. B. Baker, supervisor: Vel liquid detergent, Vel Beauty bar, D. W. Thurston, account executive; AD detergent, Fred Anderson, account executive.

D'Arcy Advertising, New York—Halo Shampoo, Cashmere Bouquet Beauty Preparations—John Garber, supervisor; J. Horwath, account executive. Cashmere Bouquet soap—M. J. Leddy, supervisor; K. Hall, account executive.

Street & Finney, New York—C. Stursberg, supervisor: Colgate men's line, W. G. Johnston, account executive; Florient, Kan-Kil, W. G. Johnston, account executive; Super Suds, R. Herman, account executive; Genie, C. Stursberg, account executive.

Norman, Craig & Kummel, New York—Veto deodorant line, Vel powder—E. Galliger, account executive.

McCann-Erickson, New York—W. Spence, supervisor: Ajax, J. Phillips, account executive; Spree, Louis Sage, account executive.

Charles W. Hoyt Co., New York—Kirkman products—E. Hoyt, account executive.

Continental Baking Co.

Continental Baking Co., Rye, N. Y., is the nation's 51st largest advertiser with total 1958 expenditures of $15,489,887 reported by the company. Of this $14,757,887 was spent in measured media, according to the company. The measured media figure reported by the various measuring services and associations (PIB, etc.) was $14,639,738. 1957 expenditures were reported by the company to be $15,602,175 of which $14,200,351 was in measured media (or $9,854,811, according to PIB, etc.).

Net sales during 1958 increased to $328,003,511, up 6.5% over 1957 sales of $307,876,750. 1958 net earnings were $8,855,473, up 14% over 1957 earnings of $7,761,715.

For the first quarter of '59, sales continued to climb to $93,204,732, up 21% over sales of $76,782,218 achieved in the previous comparable period. Net earnings for the first quarter, 1959 were $1,959,235, an increase of 16% over the previous $1,681,977.

■ Continental continues to be the country's largest commercial baker, selling both through wholesale and by home delivery. Its Wonder bread is a top seller. Wonder bread is Continental's top product. Other breads include Profile, a special formula bread for the weight-conscious; Staff, enriched with vitamins, iron, protein and calcium for the over-40 customers; and Daffodil Farm, a quality loaf.

The company is also the leading maker of cakes and cupcakes, produced under the Hostess label, which along with bread make up 90% of the company's total volume.

Up until four years ago the company concentrated on bread and cake. But in 1955 it embarked on a program of product diversification by buying Morton's Frozen Foods and Stewart Inc., producer of potato chips, mayonnaise and other snack items distributed in the Southeast. Now Morton's accounts for 8% of company volume and Stewart's accounts for 2%. Morton's is the country's leading seller of frozen fruit or berry pies, and is second only to Swanson in selling frozen beef, poultry and turkey pies.

■ In 1958, the company acquired several bakeries to increase production facilities and to expand its marketing area. In May it acquired Di Carlo's National Bakery, Sal Pedro, Cal., which specializes in French bread and rolls. Its annual sales are about $3,500,000. In November it purchased Omar Bakeries Inc., with annual sales of $39,000,000 and bakeries in six midwestern states. Since most Omar sales are through home delivery, this purchase increases Continental's home delivery division considerably. The Omar and Di Carlo names will be continued as major trade names of Continental.

In December the company purchased the Rochester Bread Co., Rochester, Minn., with sales of about $2,000,000. Also in December, the company acquired the Braun Baking Co., Pittsburgh, with sales of about $6,600,000.

Although the company marketed no new products during 1958, it stepped up its product research and now has 15-to-20 new products in the works in its new research laboratories opened in 1957.

■ The company estimates that its 1958 ad budget of $15,489,887 was divided among its three divisions in this way: Continental Baking, $14,339,887; Morton's Frozen Foods, $1,000,000; and Stewart's Inc., $150,000.

Continental's budget for bakery products, according to company figures, was spent as follows: newspapers, $1,610,412; network tv, $758,710; spot tv, $8,017,274; spot radio, $1,628,138; and outdoor, $1,188,048.

Since 1955, the company has been paring down its magazine budget, and in 1958, it spent no money at all in the medium. The bulk of the budget went into strong local advertising, using spot tv and radio, newspapers and outdoor. For its national advertising, it continued sponsorship of "Howdy Doody" (NBC-TV) and co-sponsorship of "Annie Oakley," syndicated film series, in about 80 markets.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,732,120	$ 2,126,142
Magazines	——	34,700
Business Publications	——	25,000
Network Television	740,261	667,549
Spot Television	9,223,910	10,190,060
Outdoor	1,343,447	1,146,900
Total Measured	14,639,738	14,200,351
Total Unmeasured	850,149	1,401,824
Total Expenditure	15,489,887	15,602,175

ADVERTISING EXPENDITURES*

	1958
Newspapers	$ 1,610,412
Network Television	758,710
Spot Television	8,017,274
Spot Radio	1,628,138
Outdoor	1,188,048
Total	$13,202,582

*Continental's expenditures for bakery products, as supplied by company. These figures differ slightly from measured media figures in the preceding table.

MARKETING PERSONNEL

Sales

Cedric Seaman, vp in charge of marketing
John Runyon, director of bread sales
Ellis Baum, vp of cake division
Clifford W. Isaacson, director of cake sales

Advertising

Lee Mack Marshall, advertising manager
John L. West, assistant advertising manager
Victor Incorvia, promotion supervisor

ADVERTISING AGENCIES

Ted Bates & Co.—Continental Baking Co. products and Morton's frozen foods—E. L. Hill, Continental group head and account supervisor; James O'Neil, account executive, bread; Charles Crittenton, account executive, Hostess cake; Alman Taranton, Morton's account supervisor; Farrell Gilmore and E. L. Moore, Morton's account executives.

Rosengarten & Steinke, Memphis—Stewart's—Norton Rosengarten, account executive.

Bozell & Jacobs, Chicago—Omar Bakeries—A. D. Reiwitch, account executive.

Ketchum, McLeod & Grove, Pittsburgh—Braun Baking Co.—C. W. Llewellyn, account executive.

Corn Products Co.

Corn Products Co., New York, a new corporation, was the nation's 33rd largest advertiser in 1958, with an estimated expenditure of $22,000,000, of which $15,735,000 was in measured media. The company was formed on Sept. 30, 1958, by a merger of Corn Products Refining Co. with The Best Foods Inc.

In 1957, Corn Products ranked as the 63rd largest advertiser with an investment of $11,800,000, of which $8,590,000 was in measured media; Best Foods was in 83rd place with an expenditure of $9,000,000, of which $5,545,000 was in measured media. Thus, the combined 1957 expenditure of the two companies was $20,800,000, with $13,870,000 in measured media.

The Daily
Corn Products and Best Foods Join Forces Today!
"...so what does it mean to me?"
CORN PRODUCTS COMPANY
Niagara
LINIT
ARGO

MERGER—*The big news of 1958 at Corn Products Co. was its merger with Best Foods to become one of largest marketers of packaged foods. This newspaper page explained merger to public.*

■ Now one of the country's largest marketers of packaged foods, Corn Products Co. registered net sales of $470,923,681 in the U. S. and Canada during 1958, compared with the combined Best Foods-Corn Products volume of $449,259,683 in 1957. Earnings advanced from $29,001,591 to $32,541,739. The 1958 net includes $11,900,000 received from foreign earnings. Sales outside of the U. S. and Canada soared from $163,000,000 to $179,000,000.

For the first half of 1959, the company reported sales up from $227,493,813 to $237,452,793, but the net declined about $400,000, from $13,588,287 in the 1958 period to $13,184,858.

■ Corn Products, the world's foremost processor of corn, manufactures some 450 industrial products but has been deliberately trying to expand by acquisition of consumer package products and increased promotion of its old consumer brands. As recently as 1955, the company was spending only $5,000,000 on advertising, and consumer products accounted for less than 30% of total volume. With the Best Foods merger, the company does nearly 50% of its business in branded consumer products.

Best Foods, now operated as a division of Corn Products, does virtually all of its business in advertised consumer products.

The company's fastest-growing products are Mazola corn oil and Niagara starch. Mazola's sales have increased 53% in the past five

DO
YOU
MAKE
THESE
COMMON
MISTAKES

in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 53 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 41 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

years although it still runs behind Wesson oil. Niagara's sales are up 95% over the same period and the company claims it is now the leading laundry starch.

The company has three brand leaders in Karo syrup, Bosco chocolate syrup and Argo corn starch. The Karo line went through a complete repackaging and relabeling in 1958. Packaging changes were also made in Linit liquid starch.

NuSoft fabric softener, introduced nationally in 1957, broadened its distribution last year and picked up sales. Volume gains were also reported for Kasco dog food, which runs well behind the pack in this field.

■ The most heavily promoted product in the Corn Products stable was Mazola, which got some $3,000,000 of support in national magazine space and network television time. It was frequently cofeatured with Karo.

Mazola and Karo were teamed in a 24-page recipe book carried in the Nov. 17 *Life* and they participated jointly in the fall Popcorn Festival.

Mazola and Karo—along with Niagara and NuSoft—were also featured on the four NBC-TV daytime shows in which Corn Products bought participations—"It Could Be You," "The Price Is Right," "Treasure Hunt" and "Truth or Consequences."

■ Bosco, which vies closely with non-advertised Hershey syrup, got some $1,000,000 of spot television support, and Kasco dog food carried a $1,500,000 budget in newspapers and magazines.

In the Best Foods stable, the most heavily promoted products were Hellmann's and Best Foods mayonnaise, Nucoa margarine and Skippy peanut butter. These accounted for more than $7,000,000 of the ad budget.

The two mayonnaise brands (Hellmann's in the East and Best Foods in the West) received more than $2,000,000 of advertising support in newspapers and magazines. There was heavy use of color ads. The company is the leading seller of mayonnaise.

■ Nucoa lost ground in 1958 to the Lever and Kraft brands, despite a product improvement hailed as "a major advance in table spreads." Nucoa was heralded as "the only premium quality margarine at the regular price." Advertising, estimated to run between $1,500,000 and $2,000,000, was placed almost entirely in spot television and radio.

Skippy peanut butter continues as the top-selling brand in its field. It sponsored the ABC-TV program, "You Asked For It," for the eighth consecutive year.

Other Best Foods brands, none of them heavily advertised, are Fanning Bread & Butter pickles, H-O oats, Presto cake flour, Shinola shoe polish, Rit tints and dyes and the Best Foods-Hellmann's line of french dressing, mustard, tartar sauce and sandwich spread.

■ The Rit line leads its field and Shinola is believed to run third in the shoe polish market.

The announcement of the Corn Products-Best Foods merger was followed by the merger of Corn Products' principal agency, C. L. Miller Co., with Lennen & Newell. This merger was dictated by Corn Products' need for the services available in a large agency. The Miller agency was founded in 1920 with Corn Products business. Another shift occurred this year with the return of the Nucoa account to Dancer-Fitzgerald-Sample from Guild, Bascom & Bonfigli.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,044,000	$ 2,204,000
Magazines	2,896,000	2,128,000
Farm Publications	3,000	105,000
Business Publications	286,000	257,000
Network Television	4,927,000	5,573,000
Spot Television	3,192,000	3,603,000
Outdoor	260,000	———
Spot Radio	1,100,000	*
Total Measured	15,735,000	13,870,000
Total Unmeasured	6,265,000	6,390,000
Estimated Total Expenditure	22,000,000	20,800,000

*Not measured in 1957.

MARKETING PERSONNEL

Alexander N. McFarlane, president, Corn Products Sales Co., and vp-sales, Corn Products Co.

CORN PRODUCTS SALES CO.

Sales

W. A. Moore, vp, director of marketing
Richard J. Staib, director of grocery product sales
John M. Krno, vp, manager bulk sales development
Michael D. Mullin, director of bulk product sales
H. M. Mays, vp, feed product sales manager

Advertising

William E. Hecht, vp in charge of advertising
Robert Dobbin, assistant advertising manager
Russell Smith, assistant advertising manager

Public Relations

Robert C. Wheeler, vp, personnel and public relations (Corn Products Co.)
Howard F. Harris, director of public relations

ADVERTISING AGENCIES

Lennen & Newell, New York—Karo syrups, Mazola, Niagara, Linit and Argo starches—Henry Lowe, account supervisor, L. G. Frierson, account executive (Mazola); Kenneth Horstmeyer, account executive (Karo); Philip Penberthy (laundry starches); M. Elliott, account executive (industrial).

Donahue & Coe, New York—Bosco and Kasco—D. E. West, account supervisor; O. S. Chase, account executive (Bosco); M. E. Ivey, account executive (Kasco).

McCann-Erickson, New York—NuSoft—William J. Breen, account supervisor; Frank Kirkpatrick, account executive.

Robert Otto & Co., New York—international—R. A. Grant, account supervisor.

BEST FOODS DIVISION

MARKETING PERSONNEL

Sales

William A. Schroeder, vp, sales, New York
J. M. Volkhardt, Asst. to vp in charge of sales, New York
Raymond Sills, national sales manager, Household Products Dept.
Frank Murphy, regional vp and general manager, western region, San Francisco
Fred D. Goodyear, regional sales vp (western), San Francisco
Edward P. Kenny, regional sales vp (eastern), New York
Thomas E. Reynolds, regional sales vp (central), Chicago
Norman Williams, regional sales, vp (southern), Atlanta
John R. Morgan, southwestern sales manager, Dallas

Advertising
All located in New York

Albert Brown, vp in charge of advertising and public relations
F. B. Hamilton, advertising manager
John T. Gray, assistant advertising manager

ADVERTISING AGENCIES

Dancer-Fitzgerald-Sample, New York—Hellmann's and Best Foods lines, Nucoa margarine—George Beecher, account supervisor; Bill Gordon, assistant.

Sullivan, Stauffer, Colwell & Bayles, New York—H-O Oats, H-O Cream Farina, Presto cake flour, Rit dyes, Shinola shoe polishes—James D. Thompson, Frank Henderson, account executives.

Guild, Bascom & Bonfigli, San Francisco—Skippy peanut butter, Henry Buccello, account executive.

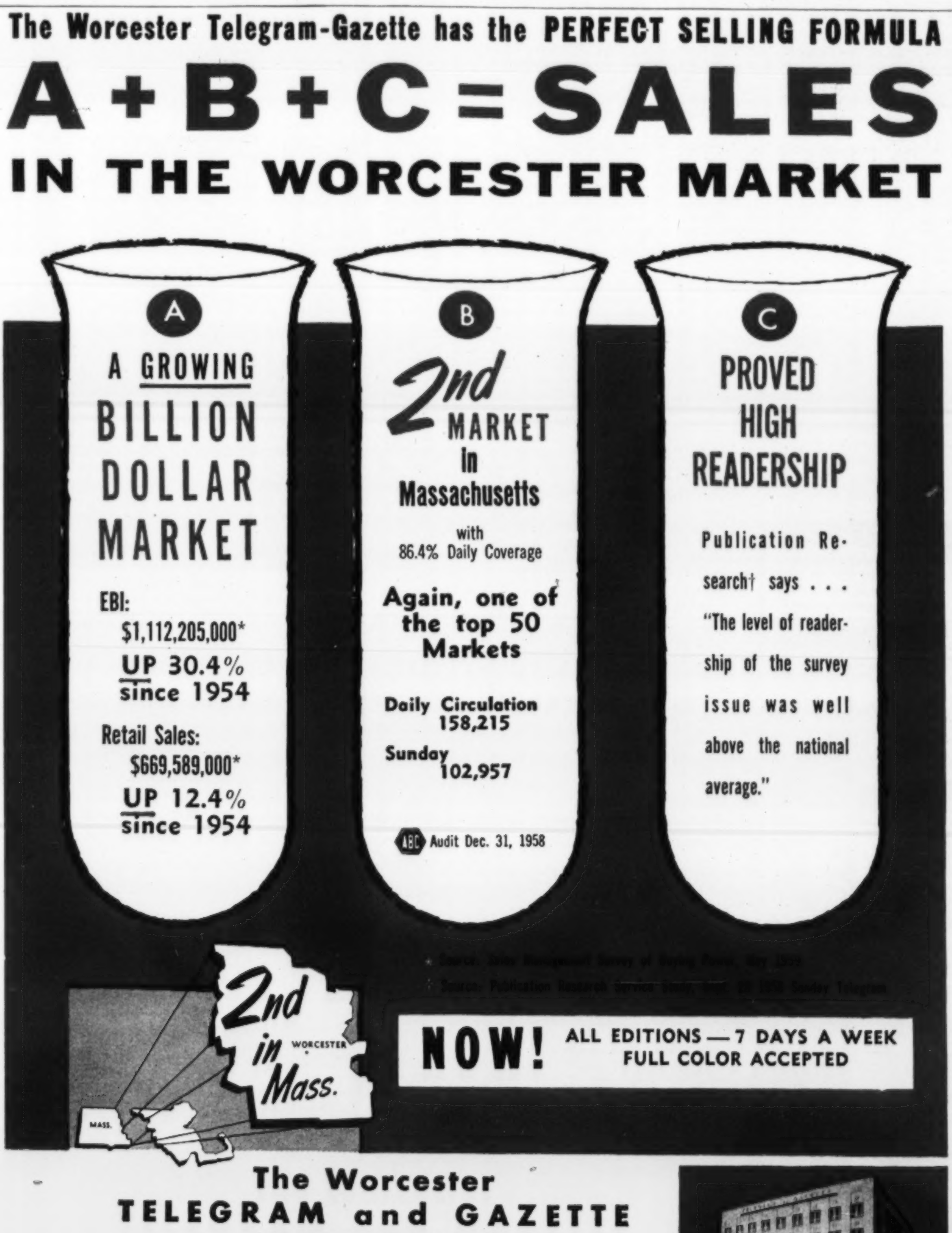
E. W. Reynolds Ltd., Toronto—Canadian advertising for mayonnaise and salad dressings, Nucoa margarine, Rit, floor wax.

Foreign Advertising & Service Bureau, New York—export—Joseph Palmer, account executive.

Helene Curtis Industries

Helene Curtis Industries, Chicago, is the 82nd largest national advertiser, with expenditures in 1958 estimated at $9,000,000, of which $6,319,600 was in measured media. This was down from $11,000,000 in 1957, when $8,524,237 was in measured media. The 1959 expenditure is expected to be back up to the $11,000,000 figure of 1957.

The decrease from the 1957 record ad budget comes largely from a drop of almost $2,000,000 in network televison expenditures. In 1957 Curtis spent $4,667,982 in network tv; in 1958 it spent $2,938,475. At the beginning of 1958, Curtis took a different approach to network tv sponsorship by investing in short-term participations on several programs. This was a departure from previous years when the company chose to sponsor fewer programs on a long-term basis.



The Worcester Telegram-Gazette has the PERFECT SELLING FORMULA

A + B + C = SALES
IN THE WORCESTER MARKET

A
A GROWING BILLION DOLLAR MARKET
EBI: $1,112,205,000*
UP 30.4% since 1954
Retail Sales: $669,589,000*
UP 12.4% since 1954

B
2nd MARKET In Massachusetts
with 86.4% Daily Coverage
Again, one of the top 50 Markets
Daily Circulation 158,215
Sunday 102,957
ABC Audit Dec. 31, 1958

C
PROVED HIGH READERSHIP
Publication Research† says . . . "The level of readership of the survey issue was well above the national average."

* Source: Sales Management Survey of Buying Power, May 1959
† Source: Publication Research Service Study, Sept. 28 1958 Sunday Telegram

NOW! ALL EDITIONS — 7 DAYS A WEEK
FULL COLOR ACCEPTED

The Worcester
TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

Helene Curtis, a 32-year-old company that has a remarkable success story in the business of helping make women (and lately, men, too) beautiful, has hiked sales 445% and earnings 885% in the past seven years. Curtis sales for the fiscal year ended Feb. 28, 1959, were $47,295,151, down slightly from a record $48,826,763 in 1957, but were above 1956 sales of $42,090,163. Sales in 1956 rose 50% above 1955 sales of $29,700,959.

Curtis earnings for the fiscal year ended last Feb. 28 were $1,804,620, up sharply from $502,198 in the previous year. During most of Helene Curtis' recent sales rise, earnings have gone up accordingly. Net profit after taxes soared 55% from $1,700,000 in 1955 to $2,200,000 in 1956. But earnings dropped to $502,198 in 1957, a decline which Helene Curtis attributed to temporary problems related to the acquisition of the Lentheric division, purchased from Olin Mathieson Chemical Corp. in late 1956.

Gerald Gidwitz, chairman of the board, said that during 1958 Curtis began to realize the benefits of the non-recurring expenses of integrating Lentheric, resulting in the improved 1958 earnings. He said that discontinuance of several unprofitable Lentheric items was reflected in the 1958 decrease in sales. The company expects that the Lentheric-Kings Men division will take its place with the other profitable divisions in contributing "substantially to profits during 1959."

■ Helene Curtis Industries was founded in 1927 as a small manufacturer of products for beauty shops. From a gross sales volume of about $28,000 in 1928, the company expanded in the professional beauty field until by the mid-1940's, it was the dominant manufacturer in the field, with its products sold to nearly 80% of the beauty shops in the country. Curtis did not enter the retail market until 1947, when it began advertising its Suave hair dressing and Creme shampoo directly to the consumer.

In the company's first two years of operation, brothers, Gerald and Willard Gidwitz, put $5,000 into the company as it showed a loss of $75,000. The company turned the profit corner in 1930 when Gerald Gidwitz developed a simplified and cheaper electric permanent wave machine that proved a cost saver for salon operators in the depression era and helped establish a mass market for permanent waves. The company then strengthened itself in the professional field by developing a complete line of volume-priced hair preparations for beauticians. The company switched to its present name—Helene for the original owner's wife, Curtis for his son.

Entry into the home beauty care market in the late 1940's, since bolstered by a host of toiletries and acquisitions of other companies, has seen the company's sales and earnings skyrocket.

■ 1956 was a big expansion year for Curtis. In February, 1956, the company bought out the Kings Men line of toiletries from 42 Products Ltd., Los Angeles. Curtis revitalized the line, advertised it nationally and merchandised it strenuously, adding outlets which formerly had declined the line because of the lack of national advertising. The following year, Curtis installed new packaging equipment including one line primarily for Kings Men products.

Two months after the Kings Men purchase, Curtis added to its line all products previously made by Jules Montenier Inc., Chicago, including Stopette deodorants.

Five months later, Curtis bought the Lentheric division of Olin Mathieson Chemical Corp. All equipment necessary for Lentheric packaging was moved to Curtis' Chicago plant and it was operating in time for the annual Christmas peak. New perfume production facilities were set up, convenient to packaging lines, in a new building erected for this purpose.

■ For over-all marketing purposes, Helene Curtis Industries has divided its organization into three divisions. These are the products division, Lentheric-Kings Men division and the beauty division. Each division has its own merchandising and sales personnel.

The beauty division, world's largest supplier of products for beauty shops, makes more than 30 different kinds of permanent waves, more than a dozen shampoos for professional use, many special hair preparations and treatments, cold wave accessories, machine and machineless supplies.

The Lentheric-Kings Men division has the Lentheric fragrance line, the Tweedie line (special toiletries for little girls), and Kings Men shaving and grooming products.

The products division is responsible for all Helene Curtis brand products and all other products manufactured by Helene Curtis Industries.

■ Helene Curtis, which has long stressed research and development of new products, added facilities to expand research and development laboratories by almost 50% last year. Today, the Helene Curtis beauty laboratory is actually four different laboratories, each covering a specialized area of research for each of the company's operating divisions. Thirty-seven chemists are employed in the laboratories. Also last year, manufacturing space was expanded and additional equipment installed to meet production requirements of new products and growth of established ones.

Among the products that have swelled sales for Curtis is Enden, a dandruff treatment shampoo, introduced in cream form only, in September, 1956. Among shampoos, where competition is strong, Enden has consistently maintained its position as the leading dandruff remedy shampoo. Since its introduction, Curtis has made Enden available in two other forms—as a lotion in non-breakable plastic containers and in 1958, as the new Clear Golden Liquid Enden. In these three forms, Enden now does a greater volume than the entire dandruff treatment field of several years ago.

Among shampoos, Enden rates No. 2 or 3 in some markets and 3 or 4 in many others. In 22 markets covered by "Consolidated Consumer Analysis" in 1958, Enden was No. 2 as a cream shampoo in 10 markets and No. 3 in five others, behind Colgate-Palmolive's Lustre Creme, a strong No. 1. In these markets, Enden's share ranged from a high 22.1% in Columbus and 19.8% in Portland to a low of 4.3% in Modesto, Cal.

■ Another major line in Curtis' products division is hair preparations, where a big item is Suave. Suave ranks No. 1 in women's hair dressings, and has more than a third of the market. In the deodorant field, Curtis' Stopette is believed to rank somewhat behind Arrid and Bristol-Myers' line of Mum, Ban and Trig and somewhat behind Mennen's men's deodorants.

Curtis, a pioneer and long-time leader in the hair fixative field, introduced in 1958 what it calls a "revolutionary new hair spray," Tempo. Tempo, the first hair spray ever offered in three different types—for dry, normal and oily hair—is the first hair spray and conditioner combined, according to the company.

Two new professional products introduced by the beauty division include the Magic-Aire air conditioned hair dryer and the Springtime permanent wave, which contains a new ingredient developed by Helene Curtis bio-scientists during the past year. The element, which Curtis says is the essential substance of hair reconstituted in solution form, also has been incorporated into several other formulas besides the Springtime wave formula.

■ The greatest part of the Helene Curtis ad budget still goes to television. Spot tv, used increasingly in 1957 and 1958, either to beef-up metropolitan markets or to cover specific markets, is being used to an all-time Curtis maximum in 1959. Spot was increased in 1958 to $752,240. Network tv, the largest item in the Curtis ad budget, was decreased from $4,667,982 in 1957 to $2,938,475 in 1958 as the company took a different advertising approach. The company feels that by investing in more short-term participations on more popular programs, rather than sponsoring fewer programs on a long-term basis as in the past, Helene Curtis products are seen by new, larger audiences.

In 1958 the company sponsored or participated in "Playhouse 90," "Perry Mason," "I Love Lucy," "Face of Danger," "Cimarron City," "Ellery Queen," "What's My Line?" "Oh! Susanna," and "Northwest Passage."

■ The company, which has been spending small amounts of money in radio in recent years, will be "plunging back" into radio in 1959-60.

In print media, most of the magazine expenditure is placed in women's and home service publications. In newspapers, Sunday supplements rank high and r.o.p. color is often used in all key markets.

With the acquisition of new companies and launching of new products, Curtis activities have expanded, necessitating several changes in the company's marketing structure. Various areas of responsibility have been divided among a larger number of executives over the past few years.

■ Helene Curtis International, S.A., a wholly-owned subsidiary now operating throughout the world, added three new associates during the year to expand its representation to 35 countries with manufacturing licensees and 29 countries with Helene Curtis distributors. Sales by foreign associates are not included in the company's sales figures. License fees received are reflected in the profits.

Canadian operations are conducted by Helene Curtis Ltd. and Lentheric of Canada, wholly-owned subsidiaries. Curtis says growth in Canada has paralleled growth in the U.S.

Gordon Best Co., Edward H. Weiss & Co. and McCann-Erickson continue as the company's three agencies.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,427,171	$ 1,205,572
Magazines	1,101,814	1,977,353
Business Publications	99,900	90,000
Network Television	2,938,475	4,667,982
Spot Television	752,240	583,330
Total Measured	6,319,600	8,524,237
Total Unmeasured	2,680,400	2,475,763
Estimated Total Expenditure	9,000,000	11,000,000

HELENE CURTIS INDUSTRIES

MARKETING PERSONNEL

George M. Factor, vp, Products and Lentheric-Kings Men Divisions
Walter Kaplan and Herbert Rosen, vps, Beauty Division

Advertising

Jack K. Lipson, advertising manager
Donald H. Hall, assistant to the advertising manager

Promotion & Public Relations

Robert Urban, promotion manager, Chicago
Annette Green, New York

PRODUCTS DIVISION

MARKETING PERSONNEL

Ray Myerson, general sales manager
Ray Liebler, assistant sales manager
William McCartney, merchandising brand manager: Enden, Stopette, Gaytop Lanolin Discovery
Edward K. Shukur, merchandising brand manager: Suave, Tempo, Shampoo Plus Egg, Curtis hair tonic
Milton Price, merchandising brand manager: new products
Sal Lupo, mechandising co-ordinator

ADVERTISING AGENCIES

Gordon Best Co., Chicago—Helene Curtis Creme shampoo, Shampoo Plus Egg, Suave for men and women, Lanolin lotion shampoo, Creme rinse, Curtis tonic—Burton G. Feldman and Sidney J. Natkin, account supervisors; Milton Samuels, Larry Rubin, account executives.

Edward H. Weiss & Co., Chicago—Gaytop Lanolin Discovery, Enden, Stopette—Bernard J. Gross, account supervisor; Ben Kahn, Harold Platt, Ira Herbert, account executives.

McCann-Erickson, Chicago—Spray Net, Tempo hair spray—Jack M. Tyson, account supervisor; Austin D'Alton, account executive.

LENTHERIC-KINGS MEN DIVISION

MARKETING PERSONNEL

William Bailey, sales manager
Lynn Boland, merchandising brand manager: Lentheric, Tweedie
James Sheeran, merchandising brand manager: Kings Men

ADVERTISING AGENCIES

Gordon Best Co., Chicago—Lentheric fragrances—Burton G. Feldman and Sidney J. Natkin, account supervisors; Milton Samuels, Larry Rubin, account executives.

Edward H. Weiss & Co., Chicago—Kings Men—Bernard J. Gross, account supervisor; Ben Kahn, Harold Platt, Ira Herbert, account executives.

BEAUTY DIVISION

MARKETING PERSONNEL

Lee Mitchell, sales manager
Arthur Caplin, director of marketing
Charles Cooper, sales promotion manager

ADVERTISING AGENCY

Gordon Best Co., Chicago—Beauty Division products—Burton G. Feldman and Sidney J. Natkin, account supervisors; Milton Samuels, Larry Rubin, account executives.

Distillers Corp.-Seagrams Ltd.

Distillers Corp.-Seagrams Ltd., Montreal (executive office), and Joseph E. Seagram & Sons, New York (U.S. executive, sales and advertising headquarters), is the 14th largest U.S. advertiser, with total expenditures in 1958 estimated at $34,000,000, of which $25,830,824 was in measured media. The previous year's expenditures were about $32,000,000, of which $23,536,924 was in measured media. Expenditures for 1959 are expected to be about $2,000,000 above 1958.

The company, which is the largest producer of distilled spirits in the world, also operates an import subsidiary and subsidiaries in the pharmaceutical and petroleum fields. It has a major investment in the wine business through Paul Masson, wine producer, and Fromm & Sichel, distributor of Christian Bros. wine.

Its investments in oil and gas projects in the U.S. during fiscal 1958 increased from $18,298,478 to $21,853,509. These are largely in Kansas, Oklahoma and Louisiana, with new interests in the Texas panhandle and Alaska, as well as in an off-shore drilling venture off the coast of California. Its income from sales of oil and gas was reported at $2,566,638.

In the pharmaceutical field, Seagrams operates Pharma-Craft Co., New York, and Cranbury, N. J.

■ Distilling is the company's major operation and its principal source of revenue. It reported sales for fiscal 1958 (ended July 31) of $704,530,398 and a net profit from distilling of $27,651,113. Sales for fiscal 1957 were $746,379,982 and net profit was $29,735,754.

Samuel Bronfman is president of Distillers Corp.—Seagrams Ltd., the parent company, with Alan Bronfman, vp; Edgar M. Bronfman, vp and treasurer; Charles Bronfman, vp; Victor A. Fischel, vp; Frank R. Schwengel, vp; and H. C. Cox, secretary.

Under the company's organizational structure, Joseph E. Seagram & Sons is the parent U.S. company which owns the stock of all the sales companies and all the domestic whisky producing companies. It also owns an import subsidiary (Browne Vintners Co.) and has investments in the wine industry. Its pharmaceutical division is Pharma-Craft Co. Its oil company

WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 720,776
Head Horses,
7,600,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS COLORADO

SPREADING THE NEWS
SINCE 1922
by DAY
and
NIGHT
(America's First Engraver)
REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

29 million times each issue, someone turns to your ad page in the Post. That's HI-FREQUENCY Ad Page Exposure (APX)!

The Saturday Evening
POST
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Hi-Frequency
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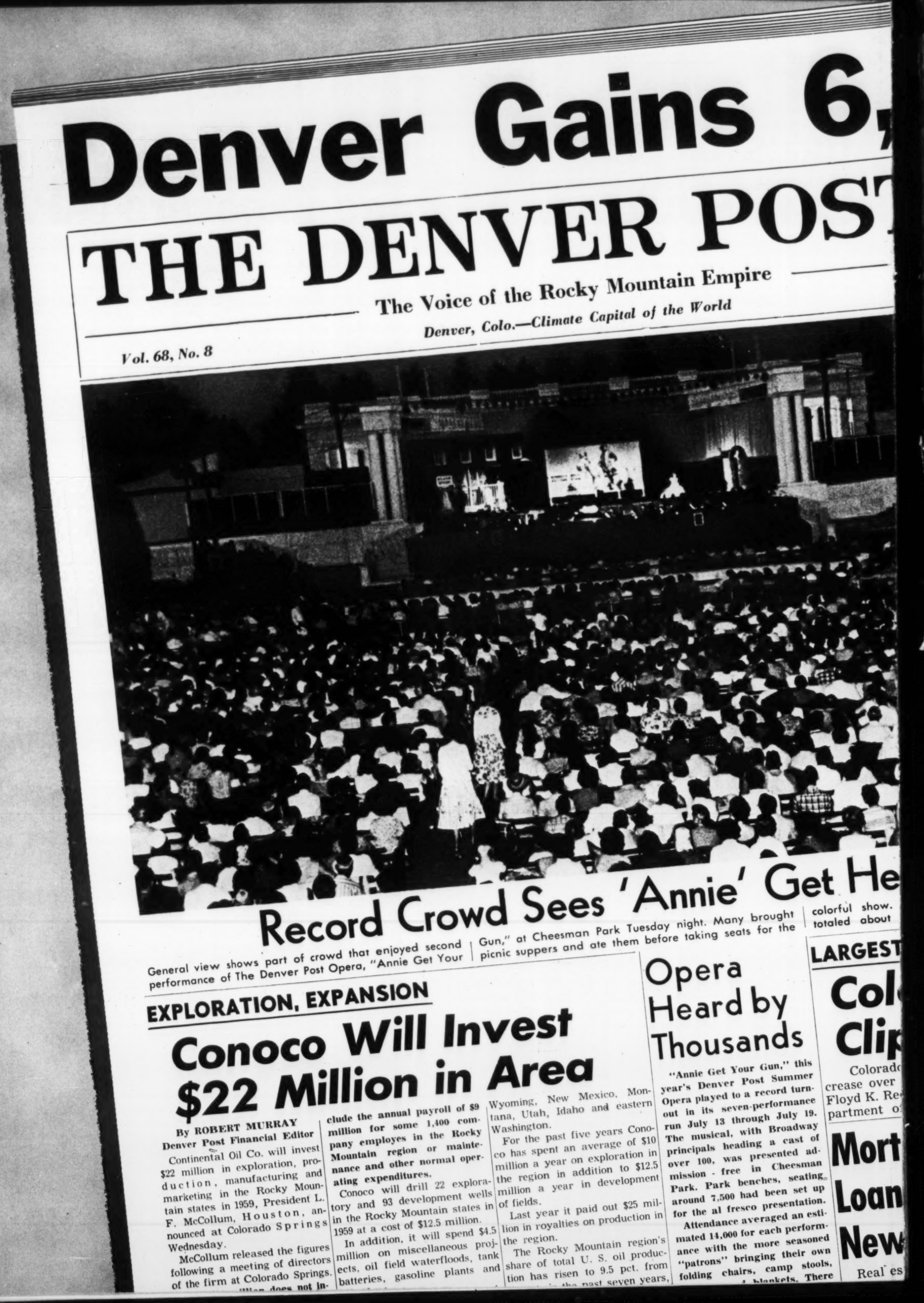

Denver Gains 6,

THE DENVER POST

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 68, No. 8

Record Crowd Sees 'Annie' Get He

General view shows part of crowd that enjoyed second performance of The Denver Post Opera, "Annie Get Your Gun," at Cheesman Park Tuesday night. Many brought picnic suppers and ate them before taking seats for the colorful show. totaled about

EXPLORATION, EXPANSION

Conoco Will Invest $22 Million in Area

By ROBERT MURRAY
Denver Post Financial Editor

Continental Oil Co. will invest $22 million in exploration, production, manufacturing and marketing in the Rocky Mountain states in 1959, President L. F. McCollum, Houston, announced at Colorado Springs Wednesday.

McCollum released the figures following a meeting of directors of the firm at Colorado Springs.

does not include the annual payroll of $9 million for some 1,400 company employes in the Rocky Mountain region or maintenance and other normal operating expenditures.

Conoco will drill 22 exploratory and 93 development wells in the Rocky Mountain states in 1959 at a cost of $12.5 million.

In addition, it will spend $4.5 million on miscellaneous projects, oil field waterfloods, tank batteries, gasoline plants and

Wyoming, New Mexico, Montana, Utah, Idaho and eastern Washington.

For the past five years Conoco has spent an average of $10 million a year on exploration in the region in addition to $12.5 million a year in development of fields.

Last year it paid out $25 million in royalties on production in the region.

The Rocky Mountain region's share of total U. S. oil production has risen to 9.5 pct. from the past seven years,

Opera Heard by Thousands

"Annie Get Your Gun," this year's Denver Post Summer Opera played to a record turnout in its seven-performance run July 13 through July 19. The musical, with Broadway principals heading a cast of over 100, was presented admission - free in Cheesman Park. Park benches, seating around 7,500 had been set up for the al fresco presentation.

Attendance averaged an estimated 14,000 for each performance with the more seasoned "patrons" bringing their own folding chairs, camp stools, blankets. There

LARGEST

Col Clip

Colorado crease over Floyd K. Re partment o

Mort Loan New

Real es

000 Jobs

T ★ HOME EDITION

5 Cents, 72 Pages

Unemployed Figure Drops

The health of Denver's economy is reflected in the latest statistics on employment released by the U. S. Department of Labor and the Colorado Department of Employment.

The total metropolitan area labor force of 345,400 as of July 1 was 6,000 higher than a year ago at the same time.

Only 3 pct. of the total labor force, or 10,400 workers, was unemployed this June, compared with 4.1 pct., or 13,800 a year ago when the total labor force was smaller.

The Denver Chamber of Commerce economic survey for June, 1959, prepared by Mrs. Lois Wenzel of the business research division, discloses that 5,000 of the 6,000 new jobs which have opened up since mid-1958 are in the manufacturing industry.

In June a year ago, manufacturing provided 51,900 jobs in the metropolitan area. By July 1 of this year, manufacturing was employing 57,100, an increase of 10 pct. in a single year.

Retail Trade Up

The report showed that a decrease during the last year in the number of persons employed by federal government agencies in Denver was offset by a 1,400 increase in the number of state and local government employes.

Mrs. Wenzel's report shows that retail trade in the Denver area is up 10 pct. over this time a year ago.

Automobile sales in the four-county metropolitan area topped 16,000 during the first six months of 1959, up 3,000 over the same 1958 period.

The value of building permits issued in Denver County in the first half of 1959 was $50,965,478—a gain of 16.1 pct. and city sales tax collections for the first half were up 10 pct. at $2,624,390.

Population Rises

The steady increase in the metropolitan area's population was shown in statistics on the number of electricity customers

Big Gains Shown in Population

Colorado's latest population total of 1,775,625 represents an increase of nearly 106,000 persons during the last two years, according to an estimate Friday by the State Planning Division.

Almost two-thirds of this growth occurred in metropolitan Denver where an increase of 66,500 brought the total population for the area to 916,500.

Big gains were shown by Boulder County, up 6,500 to 66,500; El Paso County (Colorado Springs), up 18,000 to 136,000; Pueblo County, up 5,000 to 121,000 and Denver, up 20,000 to 535,000. Adams County has risen from 75,000 to 95,000 since 1957, Arapahoe County from 95,000 to 105,000 and Jefferson County from 105,000 to 115,000.

W. M. Williams, state planning director, said the estimates were based on births, deaths, school attendance and auto registrations.

He said the totals include military personnel and transient workers who stay in the state longer than 90 days, as well as college students.

"We had to rush our 1957 figures a little to get the state year book ready, but we have

r Man

Nightly attendance averaged 14,000, 100,000 for the seven performances.

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1948-57 was

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Average fleece weights this

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tate sales in the

of 1959

For Expansi

The Denver Division of Safeway Stores, Inc., has spent nearly $5 million this year on expansion, and plans to spend

on new retail

Hits New Sales High

one of America's Great Newspapers covering the nation's third fastest growing major market

CIRCULATION

Evening, except Saturday . . .	**252,748**
Sunday	**339,281**
Empire Magazine and Comics .	**366,564**

A.B.C. Publisher's Statement
March 31, 1959

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

is the Frankfort Oil Co., a division of Joseph E. Seagram & Sons. Carrol M. Bennett is director of oil operations.

■ Officers of the U.S. holding company (Joseph E. Seagram & Sons) are Edgar M. Bronfman, president; F. J. Lind, vp, general counsel and secretary; George P. MacGregor, vp, advertising and merchandising; Edward McGinnis, vp in charge of public policy; Murry Cohen, controller, and Joseph G. Friel, treasurer. Jack Yogman is assistant to the president and Charles P. Hirth Jr. is advertising and merchandising coordinator.

The management of the American business is directed through the executive committee, of which Edgar M. Bronfman, president, is chairman. In addition, it includes Victor A. Fischel, president, the House of Seagram Inc., major sales unit; John E. Finneran, exec vp, the House of Seagram, George P. MacGregor, vp, advertising and merchandising, and Murry Cohen, controller of Joseph E. Seagram & Sons, who is secretary of the committee.

■ The House of Seagram is the sales company responsible for the sales of brands marketed through the company's six sales divisions: Seagram-Distillers Co., Calvert Distillers Co., Four Roses Distillers Co., General Wine & Spirits Co., Kessler-Gallagher & Burton Distillers Co., and Hunter Distillers Co.

Officers of the sales subsidiary, the House of Seagram, and its units are Victor A. Fischel, president; John E. Finneran, exec vp; Herbert W. Evenson, exec vp of Seagram-Distillers; Harold S. Lee, exec vp of Calvert Distillers; Francis M. Fitzmaurice, exec vp of Four Roses; Jack Wishny, vp of the Kessler-Gallagher & Burton divisions; and Myron Froelich, vp of Hunter Distillers Co. Harry N. Bulow is director of public relations and Gilbert Rabin is assistant director. Irving Scharf is director of Market Research.

■ Officers of Pharma-Craft Co., Seagram's pharmaceutical division, which manufactures Fresh deodorants, Coldene cold medicines, and Ting, antiseptic medicated cream, are Edward Sheckman, M.D., president; W. Kedzie Teller, vp, production; Charles W. Davies, vp, sales, and Leonard V. Colson, vp, advertising.

Pharma-Craft Co. in 1958 is estimated to have spent about $4,000,000 in advertising for all its products.

Seagram's 7 Crown blended whisky is the most advertised and the largest selling brand in the U.S. In 1958, the company is estimated to have invested about $3,400,000 in newspapers for the brand, plus $1,200,000 in magazines, and probably close to $1,000,000 in outdoor advertising.

■ Other heavily advertised Seagram brands include Four Roses whisky, which in 1958 is estimated to have spent $1,000,000 in newspapers, $1,000,000 in magazines, and about $200,000 in outdoor. Four Roses Antique, a six-year-old straight Kentucky bourbon, introduced last year, is estimated to have put $700,000 in newspapers, $300,000 in magazines, and $100,000 in outdoor.

Seagram's Golden gin is estimated to have placed about $900,000 in magazines, and $500,000 in newspapers; Calvert Reserve, about $700,000 in magazines and $1,800,000 in newspapers; Lord Calvert, about $300,000 in magazines and $600,000 in newspapers; Carstairs, about $900,000 in newspapers; Seagram's V.O. Canadian, about $1,100,000 in newspapers and $1,200,000 in magazines; Wolfschmidt vodka, about $80,000 in newspapers and $450,000 in magazines.

Seagram spent $1,200,000 to advertise its scotch imports, Chivas Regal and White Horse.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$12,099,291*	$11,781,350
Magazines	9,561,308	7,280,579
Farm Publications	5,505	——
Business Publications	590,500**	300,000
Network Television	876,022	926,760
Spot Television	583,770***	——
Outdoor	2,114,428****	3,248,235
Total Measured	25,830,824	23,536,924
Total Unmeasured	8,169,176	8,463,076
Estimated Total Expenditure	34,000,000	32,000,000

*$13,708 listed erroneously by ANPA for Wellers Cabin Still. Brand and amount should be listed under Stitzel-Weller.

**Business publications listed under Seagram Distillers Co.

***Spot tv listed under Pharma-Craft Co.

****Outdoor listed under Distillers Corp.-Seagrams Ltd., $2,062,828; under Pharma-Craft, $51,600.

SEAGRAM DISTILLERS CO.

MARKETING PERSONNEL

Sales

Herbert W. Evenson, exec vp
Lionel W. Greer, director, sales planning
Jerome Newman, national sales manager for Seagram's 7 Crown whisky
Benjamin B. Stein, national sales manager for Seagram's V.O.
Kent J. Tagge, national sales manager for Seagram's Golden gin

Advertising

George E. Mosley, vp in charge of advertising and sales promotion
Douglas S. Clark, advertising manager
Edward D. McCabe, national sales promotion manager
Philip Weiner, public relations manager

ADVERTISING AGENCY

Warwick & Legler, New York—Seagram's 7 Crown, Seagram's V. O., Seagram's Golden gin, Seagram's Pedigree bourbon, and Seagram's institutional advertising—H. Paul Warwick, president; John A. Malloy, vp; Fred Baldwin, vp, and John F. Welsh, vp, account executives.

CALVERT DISTILLERS CO.

MARKETING PERSONNEL

Sales

Harold S. Lee, exec vp and managing director
Andrew Zingale, director of sales
LeRoy Glucksberg, brand manager for Lord Calvert and Canadian Ten

Advertising

E. E. Norris, vp and director of advertising and sales promotion
Walter Houghton, advertising manager for Calvert Reserve and Carstairs White Seal whiskies
Lawrence C. Benedict, advertising manager for Lord Calvert, Canadian Ten, and Calvert London Dry gin
Leonard Asher, sales promotion manager
John Brady, public relations manager

ADVERTISING AGENCIES

Grey Advertising Agency, New York—Calvert London Dry gin, and Calvert Reserve whisky—Roy Block, vp and account supervisor, Mel Singer, account executive.

Cohen, Dowd & Aleshire, New York—Lord Calvert whisky and Carstairs White Seal whisky—John Toland and Harvey Volkmar, vp, account executives.

Doherty, Clifford, Steers & Shenfield, New York—Canadian Ten Canadian whisky—Jack Owen, vp and account supervisor.

FOUR ROSES DISTILLERS CO.

MARKETING PERSONNEL

Sales

Francis M. Fitzmaurice, exec vp
A. C. Fletcher, vp in charge of national sales for Four Roses Whiskey and Antique Bourbon

Advertising

Jack Kaduson, vp in charge of advertising and sales promotion
Bradley Houghton, advertising manager
Jackson S. Gouraud, national sales promotion manager
Emil Pavone, public relations manager

ADVERTISING AGENCIES

Young & Rubicam, New York—Four Roses whisky, Four Roses Antique bourbon, and Four Roses gin—Wilson Kierstead, vp and account supervisor, James Symington, account executive.

Doherty, Clifford, Steers & Shenfield, New York—Paul Jones and Wilson whiskies—Jack Owen, vp and account supervisor.

GENERAL WINE & SPIRITS CO.

MARKETING PERSONNEL

Sales

Walter H. Stumpf, national sales manager

Advertising

Jon Sobotka, director of advertising and sales promotion
Daniel J. Mahoney, sales promotion manager
Ruth Zorn, public relations manager

ADVERTISING AGENCIES

Cohen, Dowd & Aleshire, New York—Myer's Planters Punch Jamaica rum Bernard Field, account executive.

Doherty, Clifford, Steers & Shenfield, New York—Wolfschmidt vodka—Jack Owen, vp and account supervisor.

Lynn Baker Inc., New York—Chivas Regal scotch whisky—Fred Robbe, account executive.

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TOP
IN ILLINOIS
ROCKFORD MORNING STAR
Rockford Register-Republic

HUNTER DISTILLERS CO.

MARKETING PERSONNEL

Sales

Myron Froelich, vp in charge of sales
Harry Fox, general sales manager
Frederick Franklin, sales promotion manager

ADVERTISING AGENCIES

Grey Advertising Agency, New York—Old Lewis Hunter bourbon—Roy Block, vp and account supervisor.

Doherty, Clifford, Steers & Shenfield, New York—Hunter whiskey—Jack Owen, vp and account supervisor.

KESSLER-GALLAGHER & BURTON DISTILLING CO.

MARKETING PERSONNEL

Sales

Jack Wishny, vp in charge of sales

Advertising

Murray Koff, advertising manager
Bernard Stolboff, sales promotion manager

ADVERTISING AGENCY

Cohen, Dowd & Aleshire, New York—Gallagher and Burton whiskies—Bernard Field, account executive.

Young & Rubicam, New York—Kessler whiskies—David Salembier, account executive.

BROWNE VINTNERS CO.

MARKETING PERSONNEL

Sales

Byron G. Tosi, president
Harold Hershfield, vp and national sales manager

Advertising

Irving S. Meisel, advertising and sales promotion manager
Benjamin A. Raubvogel, public relations manager

ADVERTISING AGENCIES

Doherty, Clifford, Steers & Shenfield, New York—White Horse scotch whisky and Martell Cognac—Jack Owen, vp and account supervisor, and John Malone, account executive.

Lawrence C. Gumbinner Agency, New York—Noilly Prat French dry and sweet vermouths, Mumm's Champagne, Danish Cherry Kijafa wine, B&G French wines, Nectarose Vin Rose d' Anjou, Cusenier cordials—Robert Laurie, account executive.

PHARMA-CRAFT CO.

MARKETING PERSONNEL

Sales

Charles W. Davies, vp in charge of sales

Advertising

Leonard V. Colson, vp in charge of advertising
Mauri Edwards, public relations

ADVERTISING AGENCIES

Cohen, Dowd & Aleshire, New York—Ting, antiseptic cream products—Robert Myers, account executive.

J. Walter Thompson Co., New York—Fresh deodorants, Coldene cold medicines—J. Reid Roller, senior representative; Chester Hopkins and Harknes Cram, account representatives.

E. I. du Pont de Nemours & Co.

E. I. du Pont de Nemours & Co., Wilmington, Del., is the nation's 18th largest advertiser. Total estimated advertising expenditures by the company in 1958 were $30,591,000, of which $14,591,006 was in measured media. The previous year's expenditures for advertising were reportedly $24,765,690, of which $12,765,690 was in measured media. Advertising expenditures in 1959 are expected to approximate the 1958 figure.

The company, which is the largest producer in the chemical field, sells a diversified line to a wide range of industrial manufacturers and other consumers. The textile, rubber, food, drugs, automotive, petroleum and chemical industries are its major outlets.

■ DuPont manufactures about 1,200 products and product lines. Since about 95% of the company's sales volume goes to other manufacturers for further processing, product identity is frequently lost by the time the finished article reaches the ultimate consumer or user.

Sales in 1958 amounted to $1,829,000,000, compared with $1,965,000,000 in 1957. Net earnings in 1958 totaled $341,248,869, compared with $396,610,342 in 1957.

For the first six months of 1959 the company reported net sales of $1,068,166,177, compared with $852,574,109 in the like period of '58, and consolidated net profit of $14,795,471, compared with $13,593,021 in the first half of '58.

During 1958 DuPont's index of selling prices averaged 1% lower than in 1957, with physical volume down about 7%.

The $231,000,000 spent for construction and expansion of plants in 1958, compared with $220,000,000 in 1957. Operating investment was $30,100 per employe, based on the average of 85,886 employes during the year. Comparable figures in 1957 were $26,900 and 90,088.

■ The company reports that significant expenditures were made in 1958 in projects for cellophane, Dacron, Titanium pigments, Nylon, Delrin, sodium, Neoprene synthetic rubber, Orlon, anhydrous ammonia, Teflon fluorocarbon resins, Alathon, graphic arts films and Butacite polyvinyl butyral sheeting.

In 1958, DuPont spent about $90,000,000 in research and development, exclusive of technical assistance to manufacturing and sales. Research and development were conducted by 2,400 scientists in 30 laboratories. Fundamental research was conducted by about 400 scientists at a cost of $15,000,000. This activity is undertaken without regard to specific commercial objectives, simply to enlarge the foundation of scientific knowledge in fields of interest to the company and to promote a basis for new processes and products. Current studies are being carried out in organic, inorganic and physical chemistry; physics; mathematics; engineering; biochemistry; microbiology and plant physiology.

■ DuPont will soon be introducing a new plastic material called Delrin, reportedly 80% lighter than zinc and 20% lighter than aluminum with strength properties approaching non-ferrous metals. The new product is being produced at Parkersburg, W. Va., at the rate of 1,000,000 pounds a month. It will be used initially for plumbing fixtures, fishing reels, zippers, conveyor belts, and perhaps also in automobiles.

During 1958, the company as buyer, seller or both, did business with more than 100,000 companies, most of them in the small business classification with fewer than 500 employes.

A DuPont research team is currently working on a project to relate the company's advertising specifically to profits, in order to determine, if possible, a scientific yardstick for setting advertising budgets on the company's products.

■ The project has reached the stage where tests are being made in selected markets to learn, if possible, how much effect changes in advertising budgets have on product sales and profits. Theoretically, the problem is relatively simple, but in practice it becomes extremely difficult. The mathematical tools are available, but working up the necessary data and constructing the complex equations, and checking them against results has proved to be a slow and often frustrating experience.

Charles K. Ramond, manager of the company's advertising research department, has said that usable results from the experiment may not be ready for several years.

In the meantime the company's advertising continues to expand. While the company will not release detailed figures on its advertising expenditures for specific

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

The booming California market makes the West one of the primest marketing potentials in the United States; and cultivation of Metropolitan Oakland rates top consideration as a principal way of exploiting this potential. As a result, strong sales-advertising effort in this area is placed behind almost every BBDO client product marketed on the West Coast.

J. DAVIS DANFORTH, Executive Vice President
BATTEN, BARTON, DURSTINE & OSBORN, INC. New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

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products, many of these are available through various media services.

■ Of the $6,081,370 that the company spent during 1958 in magazines, for instance, $1,076,764 was spent for advertising Nylon fibers for all uses except apparel; $997,625 for Dacron fibers in apparel fabrics; $677,512 for Nylon fibers in apparel fabrics; $499,675 for DuPont paints; $974,728 for Orlon fibers in apparel fabrics; and $437,193 for No. 7 car polish, to mention some of the leading items.

DuPont also spends a great deal in unmeasured media advertising such as point-of-sale, trade and agricultural shows, demonstrations and window displays at various trade outlets for and with distributors and manufacturers, brochures, pamphlets, direct mail and publicity.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,872,567	$ 2,224,897
Magazines	6,081,370	4,866,634
Farm Publications	222,701	255,249
Business Publications	2,846,000	2,800,000
Network Television	2,671,026	1,738,960
Spot Television	645,290	635,950
Outdoor	252,052	244,000
Total Measured	14,591,006	12,765,690
Total Unmeasured	16,000,000	12,000,000
Estimated Total Expenditure	30,591,006	24,765,690

MARKETING PERSONNEL

Advertising

F. A. C. Wardenburg, director of advertising

Edward J. Pechin, assistant director of advertising

C. K. Johnson, advertising manager, Elastomer chemicals department

J. S. Swajeski, advertising manager, electrochemicals department

E. L. Thayer, advertising manager, explosives department

N. A. Lynn, advertising manager, fabrics division

L. M. Davis, advertising manager, finishes division

H. L. Taylor, advertising manager, film department

J. B. Dewey, advertising manager, Grasselli chemicals department—biologicals and polychemicals department—nitrogen products

E. O. Sealine, advertising manager, industrial chemicals, Grasselli chemicals department

A. L. Delin, advertising manager, petroleum chemicals division

R. C. Sickler, advertising manager, dyes and chemicals division

D. C. McSorley, advertising manager, Freon products division

P. P. Porter Jr., advertising manager, photo products division

R. F. Lynch Jr., advertising manager, pigments department and polychemicals department—industrial chemical sales

J. S. Taylor, advertising manager, polychemicals department—plastic sales section

J. E. Sly, advertising manager, polychemicals department—plastics marketing section

W. W. Carty, advertising manager, polychemicals department—anti-freezes

M. Rosedale, advertising manager, polychemicals department—plastic products

E. F. Altmaier, advertising manager textile fibers department

J. Hernandez, advertising manager, export advertising

C. E. Crawley, advertising manager, general company television program

J. J. Callahan, advertising manager, Remington Arms Co.

ADVERTISING AGENCIES

N. W. Ayer & Son, Philadelphia—paints sold through retail channels, photographic products (x-ray, motion picture film and allied products), neoprene synthetic rubber and other elastomers, dyes and fine chemicals—Norton Cotterill, account coordinator.

Batten, Barton, Durstine & Osborn, New York, industrial chemicals, fabrics, finishes, agricultural chemicals, pigments, plastics and textile fibers. Also Remington sporting firearms, ammunition, traps and targets, industrial tools, and Peters Cartridge division of Remington Arms Co. Also all export advertising—John Elliott, account supervisor.

Charles L. Rumrill Co., Rochester, N. Y.—petroleum chemicals and explosives—George M. Prince, account supervisor.

Eastman Kodak Co.

Eastman Kodak Co., Rochester, N.Y., is the nation's 19th largest advertiser, with total advertising and promotion expenditures estimated at $30,000,000 in 1958, of which $12,706,540 was in measured media. Expenditures in 1957 were estimated at $22,775,000, of which $10,245,869 was in measured media. Expenditures in 1959 are running considerably ahead of last year.

The 1958 expenditures were divided among the parent company and its two subsidiaries as follows: (1) Eastman Kodak Co. spent about $26,450,000, (2) Eastman Chemical Products Inc., Kingsport, Tenn., the sales unit for products of the Tennessee Eastman and Texas Eastman divisions, spent about $3,000,000 and (3) Recordak Corp., New York, the company unit in the microfilming and document copying field, spent about $550,000.

■ For the fourth straight year, the company racked up record sales and earnings during 1958. For the first three quarters, sales were only slightly above 1957 and profits were off in the early part of the year. But record fourth-quarter sales and earnings lifted the year's figures over those of 1957. The result was that 1958 domestic sales of $828,801,269 were about 4% above the 1957 total of $798,283,443. Net earnings were $98,912,039 in 1958, 1% higher than the $98,108,305 in 1957. Sales in 1958 were about double those of 1949.

Sales of Kodak companies outside the U.S. also set a new high. Expressed in terms of U.S. dollars, their sales were $231,100,000, up 4% over 1957's $223,749,000. Their net earnings were also ahead of last year in terms of their local currencies and, in U.S. dollars, the total of $18,370,000 was 7% better than the $17,109,000 achieved in the prior year.

For the first quarter of '59, sales were 15% higher than the first quarter of '58, and there was a 54% increase in net earnings. Sales for the 12 weeks ended March 22 were $189,800,976, compared with $164,471,961 in the previous comparable period. Earnings were $22,832,420, compared with $14,813,874 for the 1958 first quarter. The company looks for a continued good level of business in the remainder of 1959 but foresees smaller gains than those achieved in the first quarter.

■ This 79-year-old pioneer of photography continues to be the foremost producer of photographic apparatus and supplies, and these products account for approximately two-thirds of company sales. It has been estimated that Kodak holds at least 75% of the photographic market, excluding film, and probably between 80% or 90% of the film market, despite growing competition from U.S., German and Japanese companies.

The company continues to be a leading factor in the manufacture of man-made fibers and plastics including acetate, acrylic, and polyester fibers, and acetate and plastic sheeting.

Sales in 1958 were divided as follows: amateur photographic, 29% (30% in 1957); commercial and professional, 29% (27% in '57); fibers and plastics, 18% (same); professional motion picture film, 9% (10%); chemicals, 8% (same); special military products, 4% (same); and miscellaneous, 3% (same).

Discussing 1958 sales, the company states in its annual report:

"Films and papers for professional still photography sold about the same as in 1957. Amateur color film made good gains, although amateur b&w films were lower. Demand increased for chemicals and papers used by others in processing color films and making color prints. Papers for Verifax Copiers advanced substantially over 1957. X-ray films and graphic arts films were up moderately. There was a decline in the company's processing and color print business. Professional motion-picture films sales were below the previous year . . .

"Total sales of still cameras, along with movie projectors and flash equipment, were lower than in 1957.

■ "Total sales of Tennessee Eastman textile fibers advanced last year, although there was a general decline in the textile industry. Part of this progress resulted from expanded use of heavy denier acetate fibers in upholstery and carpeting, and Verel acrylic fiber in carpeting . . .

"Industrial chemicals, especially cellulose esters, new dyes for polyester fibers, and plasticizers contributed to the higher sales total."

■ The company continues to place primary emphasis on new-product development. New or improved products were introduced in most fields served by the company. About 85% of Kodak's photographic equipment sales in 1958 were of products either introduced or substantially improved during the past four years.

New films introduced during 1958 included a Kodacolor film for 35mm cameras, previously available only in larger roll film sizes, as well as an improved medium-speed b&w film called Kodak Plus-X Pan.

The Brownie Starflash cameras were brought out in four new colors: "Coral red, alpine white, skyline blue and jet black." Prices were reduced about $10 on the Brownie 8mm movie camera equipment. A compact Startech camera was introduced for physician's and laboratory use.

■ New photographic equipment for the amateur included the Kodak Signet 80 with built-in exposure meter, interchangeable lenses and easier film loading; the Kodak Retina Reflex camera, a precision single-lens 35 mm camera; the Kodak Retina IIIC with extra-large multi framefinder; the Kodak Generator Flasholder, a new type of folding flasholder that generates its own electricity; a Kodak Pocket Flasholder; and two new Scopesight models of the Brownie Movie Camera which feature an exposure meter visible in the viewfinder.

Also introduced in '58 were two new slide projectors (the Kodak 500 Projector and the deluxe completely automatic Kodak Cavalcade projector) and two new movie projectors (the 750-watt Showtime 8 projector and the 16mm Kodak Pageant sound projector for schools, businesses, etc). A new low-cost film editing outfit for home movies was also announced.

For office copying, a Verifax Bantam Copier, lowest-priced unit in the field, was introduced along with the Verifax Viscount Copier (legal size) and the Verifax Regent Copier (letter size).

■ Introduced by the Tennessee Eastman Co., Kingsport, Tenn., were Kodel, a polyester fiber for wash and wear fabrics; and Eastman 910 adhesive, "the first to produce high-strength bonds between virtually any combination of materials."

Pilot plant production of polypropylene plastic, using a process invented by Eastman scientists, began at the Texas Eastman division, Longview, Tex., and production has increased to 100,000,000 lbs. annual capacity.

Among new products so far this year, the company has brought out for the amateur: Kodak High Speed Ektachrome Film, "the fastest on the market"; five electric eye cameras with fully automatic lens adjustments (two are still cameras and three are 8mm movie cameras); two non-automatic 8mm movie cameras; the Brownie 20 line, an inexpensive still camera line; four precision 35mm Retina cameras; five 8mm movie projectors including two that thread themselves automatically; and two 35mm slide projectors.

■ Kodak stepped up its advertising and sales promotion efforts during 1958, particularly in tv, magazines and the unmeasured media. Alternate sponsorship of the "Ed Sullivan Show" (CBS-TV) and "Adventures of Ozzie & Harriet" (ABC-TV) was continued, but "Beat the Clock" (CBS-TV) was dropped. Last September, Eastman signed up for the "Jimmy Dean Show" (CBS-TV).

Last January the company dropped "The Jimmy Dean Show" and began sponsoring segments of "I Love Lucy" reruns (CBS-TV) as its daytime tv show. Commercials push photographic products especially designed to appeal to women. In announcing sponsorship of "I Love Lucy," the company revealed that the move involved "practically no additional expenditures above the cost of 'The Ed Sullivan Show,' because of the CBS discount for the purchase of tv time on a 52-week schedule."

■ Two seasonal promotions are becoming permanent features in Kodak's advertising year. One is the "Open Me First" Christmas campaign, started in 1957. It was repeated in 1958, using tv, magazines, newspapers, displays and white gift cards—even in Canada, the French-speaking populace began to learn about "Ouvrez-moi le premier." For Christmas, 1959, the company is expected to repeat the campaign for the third year.

The second seasonal favorite is the "June is Movie Month" campaign, designed to make June second only to December as a camera selling month. Started in 1958, the campaign used three network tv shows (Ed Sullivan, Ozzie and Harriet, and "Beat the Clock"), 175 newspapers, 15 color pages in *Holiday*, *National Geographic*, *Sports Illustrated*, *The New Yorker* and *Time*, plus many dealer aids.

The 1959 version was expanded considerably. Tv shows on three networks for five consecutive days in mid-June provided an unusual intensive short-term promotion. In addition to Kodak's regular alternate-week shows (Ed Sullivan, Ozzie & Harriet, and Lucy), Kodak presented a 90-minute Disney Spectacular on ABC and the NBC telecast of the U.S. open golf championship. The golf telecast was actually sponsored by the textile division of Eastman Chemical, (featuring the man-made fibers Verel, Kodel and Chromspun) but the pleasure of summertime picture-taking was also promoted.

■ Kodak, which has been in the premium field for years, actively began to push its products as premium items in 1958. The company took a booth at the Premium Show for the first time, and scheduled two color inserts and 18 b&w ads in four premium magazines.

In addition to its regular exhibits at fairs, trade shows and New York Grand Central Station, in '58 Kodak maintained exhibits in Disneyland and at the Brussels World Fair. A traveling show on

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color photography visited 12 major cities in April and May.

■ In May, 1958, Eastman Kodak elected three sales and ad execs as vps: W. B. Potter, director of advertising; Theodore F. Pevear, director of sales administration; and Gerald B. Zornow, director of sales for the apparatus and optical division. In January, 1959, Mr. Zornow was promoted to the company's management staff, sharing responsiiblity for U.S. sales and advertising for Eastman Kodak, Recordak, and for Eastman Kodak Stores companies, Kodak subsidiaries. He was succeeded as director of sales for the apparatus and optical division by Charles L. Resler.

A shift in the company's agency line-up came in mid-1958 when the textile fiber section of the Eastman Chemical account was shifted from Calkins & Holden to Doherty, Clifford, Steers & Shenfield, New York.

■ During the past five years, Kodak has invested more than $260,000,000 in its capital improvement program—all financed from company funds on a pay-as-you-go basis. In 1958 $55,094,254 was so invested, and for 1959 $61,000,000 has been budgeted for capital improvements.

The company's advertising and promotion expenditures for 1958 and 1957 (including Eastman Kodak Co., Recordak Corp. and Eastman Chemical Products) broke down as follows:

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 872,952	$ 845,991
Magazines	4,138,707	3,939,718
Farm Publications	———	54,975
Business Publications	1,500,000	1,775,000
Network Television	5,937,361	3,194,715
Spot Television	257,520	435,470
Total Measured	12,706,540	10,245,869
Total Unmeasured	17,293,460	12,529,131
Estimated Total Expenditure	30,000,000	22,775,000

EASTMAN KODAK CO.

All in Rochester, N. Y.

MARKETING PERSONNEL

James E. McGhee, vp in charge of U. S. sales and advertising
Gerald B. Zornow, vp and member of management staff
E. P. Curtis, vp in charge of motion picture film and foreign sales and advertising

Sales

T. F. Pevear, vp and director of sales administration
J. R. Allendorf, director of market development
C. L. Resler, sales director, apparatus and optical division
Wylie Robson, assistant to the director of sales administration

Public Relations

T. F. Robertson, director of public relations

Advertising

W. B. Potter, vp and director of advertising
A. D. Johnson, advertising manager
E. L. Grauel, assistant advertising manager
D. M. Lewis assistant advertising manager
R. W. Brown, assistant advertising manager

ADVERTISING AGENCIES

Charles Rumrill Co., Rochester, N. Y.—industrial and trade plus some general picture-taking advertising—Robert J. McMahon, account executive.

J. Walter Thompson Co., New York—general picture-taking advertising, tv, plus some industrial and technical—Jack Willem, account supervisor; William Moore, account executive.

EASTMAN CHEMICAL PRODUCTS

All in Kingsport, Tenn.

MARKETING PERSONNEL

Sales

J. E. Magoffin, vp
G. A. Kirton, sales manager, chemicals division
E. C. Cathcart, sales manager, plastics division
J. R. Sherrill, sales manager, textiles

Advertising

A. H. Griffin, director of merchandising (New York)
Bruce Roberts, apparel merchandising and textile advertising manager
D. C. Guthrie, advertising manager, plastics
R. R. Moore, advertising manager, chemicals

ADVERTISING AGENCIES

Fred Wittner Advertising, New York—industrial chemicals and Tenite plastics, Charles Kopf, account executive.

Doherty, Clifford, Steers & Shenfield, New York—textile fibers—Martin Oechsner, account supervisor; Francis J. Doherty, account executive.

RECORDAK CORP.

(All in New York)

Sales

George C. McMahon, vp, bank sales
G. A. Wilkenson, federal government sales
Frank L. Hilton Jr., vp, commercial sales
Van B. Phillips, general sales manager

Advertising

Perry Cabot, director of advertising and sales promotion
Raymond Beckwith, assistant director of advertising

ADVERTISING AGENCY

J. Walter Thompson Co., New York—all products—Emmett Shelley, account representative.

Falstaff Brewing Corp.

Falstaff Brewing Corp., St. Louis, is the country's 69th largest advertiser, with a total 1958 expenditure of approximately $10,700,000, of which $6,013,670 was in measured media. This compares with 1957 expenditures of $10,500,000, of which $5,363,527 was in measured media. Expenditures in 1959 are reported running somewhat ahead of 1958.

Falstaff had another good year in 1958, consolidating its hold on third place among all brewers, behind Anheuser-Busch and Schlitz, and substantially ahead of P. Ballantine, which occupied fourth place. As recently as 1954, Falstaff was in sixth place. It moved up to fourth position in 1955 and 1956, and into third place in 1957.

Sales totalled 4,501,933 bbls. in 1958, compared with 4,291,761 bbls. in 1957, and approximately half a million barrels more than Ballantine, in fourth position, sold, although still substantially below second-place Schlitz with its 5,893,000-bbl. total.

■ Gross sales reported by the company were $142,593,421 in 1958, as against $135,593,713 in 1957. Net earnings after taxes were 4.2% of net sales in both years, amounting to $4,263,255 in 1958 and $4,078,948 in 1957.

"While industry tax-paid withdrawals gained only a fraction of 1% in 1958, compared with the previous year," says the company's 1958 annual report, "Falstaff sales climbed 4.9% and amounted to a deep penetration of 16% of all the beer sold in our 25-state marketing area.

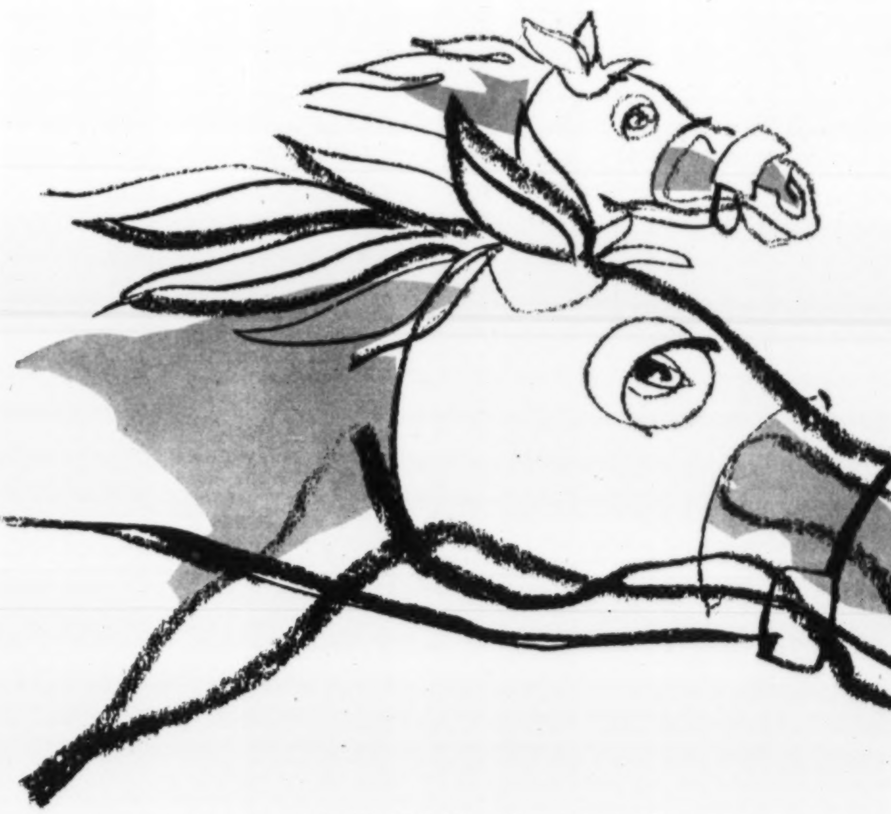
"In the year covered by this report, a few small sales areas were opened, to include the western slope of Colorado and additional markets on the west coast of Florida."

■ On advertising the company said:

"Contributing heavily to our 1958 sales success was a forceful advertising program which was aimed primarily through the television medium with such attractions as the baseball game of the week on both Saturdays and Sundays, announced by Dizzy Dean and Buddy Blattner; professional football 'game of the week'; and the State Trooper show, starring Rod Cameron.

"This combination of telecasts, according to surveys, reached in peak seasons about 8,000,000 homes, or 60% of all potential homes in the Falstaff marketing area . . . This same schedule of telecasts will be followed during 1959, with a combination of other regional activities, including radio sponsorship of San Francisco '49ers and Los Angeles Rams football games, and the San Francisco Giants' baseball games."

■ Falstaff sales during the first quarter of 1959 were up 1.7% in dollars over last year—$22,019,135 as against $21,646,271, but selling and delivery expenses (including advertising), which are lumped together in the company's statements, were down slightly from the corresponding quarter of 1958.



THE DIFFERENCE
BETWEEN GOOD & GREAT
IN TWIN CITY TELEVISION IS . . .

4 WCCO

*All television is good in Minneapolis-St. Paul. But the difference between good and great in this mature TV market goes much deeper than the Top 10 programs. Everyone can't buy the Top 10, or Top 10 adjacencies. In the Minneapolis-St. Paul Area, WCCO Television has 10 of the Top 10. Of the Top 20, WCCO Television has 17. And of the Top 40, the score for WCCO Television is 29.**

*Nielsen Station Total Audience, March-April, 1959

Represented by Peters, Griffin, Woodward, Inc.

The company, however, was merely saying that "the outlook for 1959 is encouraging."

No important changes in either personnel or organization were made during the year, except that a third sales region was created, with W. Coy Vinson, an 18-year Falstaff veteran, being named regional sales manager with headquarters in Galveston.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 237,341	$ 335,202
Network Television	969,879	627,267
Spot Television	2,356,450	2,196,180
Outdoor	1,730,000	2,204,878
Spot Radio	720,000	*
Total Measured	6,013,670	5,363,527
Total Unmeasured	4,686,300	5,136,473
Estimated Total Expenditure	10,700,000	10,500,000

MARKETING PERSONNEL

Kark K. Vollmer, vp and director of marketing
Leo Harrison, administrative assistant to the director of marketing
Willard Evans, director of marketing research
J. V. Fort, director of marketing training
D. Fitzgerald, sales promotion manager
Norman Thomas, new market areas

Sales

R. Bruce Wightman, general sales manager
Robert Thibaut, administrative assistant to the general sales manager
Charles Dependahl, regional sales manager
Paul Whelehon, regional sales manager
W. Coy Vinson, regional sales manager

Division Sales Managers

Harvey Eckley, Central
Kenneth Ploss, Midwest
Jack Dodson, Southern
John Boudreaux, Southwest
Frank Crimmins, Northern California
Harry Schake, Great Lakes
Monte Merkel, Southern California (acting)

Advertising

Alvin Griesedieck Jr., advertising director
George P. Holtmann, assistant advertising director
Roy D. Sherwood, point of sale manager
Gerry P. Branson, field division manager
Elon G. Gustafson, distributor advertising manager
George Brody, advertising records supervisor
J. Malcolm McMenamy, advertising manager, Central Division, St. Louis
Frank C. Conrey, advertising manager, Great Lakes Division, Fort Wayne
Erich A. Gagel, advertising manager, Midwest Division, Omaha
J. Robert McDonald, advertising manager, Mountain Division, El Paso
Barry Sullivan, advertising manager, Southwestern Division, Galveston
Henrik C. Gahn, advertising manager, Northern California Division, San Francisco
O. Douglas Finley, advertising manager, Southern California Division, Los Angeles
George DeMare, advertising manager, Southern Division, New Orleans

ADVERTISING AGENCY

Dancer-Fitzgerald-Sample Inc.—Falstaff beer—S. J. Hamilton, account supervisor; Edmund Burke, account executive.

Firestone Tire & Rubber Co.

Firestone Tire & Rubber Co., Akron, is the nation's 54th biggest advertiser, with total expenditures in 1958 estimated by ADVERTISING AGE at $14,733,000, of which $6,333,013 was in measured media. This compares with a 1957 estimate of $15,633,000, of which $6,773,036 was in measured media. The rubber giant also reportedly invests some $3,000,000 in foreign advertising.

Although Firestone sales last year amounted to more than $1 billion for the fourth year in succession, 1958 proved to be the poorest sales and earnings year for the company since 1954. Net sales hit $1.06 billion last year as compared with $1.15 billion in 1957. Net income amounted to $53,751,650, as compared with $61,692,152 in 1957. The company attributed the sales decline to lower production in the decline to lower production in the automotive field. Easing the decline, replacement tire sales through dealers and stores showed a strong increase.

■ Firestone's sales and earnings for the six months ended April 30 of this year were the highest for any initial fiscal half-year period in the company's history. Net income zoomed to $29,940,606, up 40.8% from $21,264,682 earned in the first half of 1958. Net sales for the first six months this year climbed to $568,158,972, a 15.7% gain over first half sales last year of $490,854,806. These gains were attained despite the fact that most of Firestone's domestic plants were closed by strike in the final two weeks of the period covered by the report.

Among rubber companies, Firestone rates second only to Goodyear in total sales and earnings. In the tire market, Firestone reportedly has about 22% of the market, ranking behind Goodyear which, with Kelly and special brands, has about 30%.

Among the products which Firestone introduced last year were new and improved pneumatic and semi-pneumatic tires for passenger cars, trucks, tractors, industrial equipment and other vehicles; new types of rims for mobile homes, trucks, trailers and earth moving equipment; truck, bus and trailer wheels; boat trailers equipped with Airide air springs; new fabrications of color anodized aluminum; new Velon and Exon plastic products; rubberized nylon storage tanks; new synthetic rubbers, new hose and metal products for the home appliance industry, and improved resilient paving materials for play areas.

■ Last year, Firestone, with a group of bankers and industrialists in Portugal, organized a company for the manufacture and sale of Firestone tires and related products. A factory is under construction at Alcochete, near Lisbon, and will go into production late this year. The company also acquired a substantial interest in a company in Mexico City, Mexico, which manufactures tires and other rubber products. Facilities have been expanded to take care of increased demand there.

In addition to its synthetic rubber plants at Lake Charles, La., and Akron, Firestone acquired a substantial interest in a synthetic rubber plant, now in operation, in England.

Early this year, the company announced plans to build the world's first plant for production of its Diene and Coral rubbers. Diene, a new polymer developed by Firestone and announced last year, is a partial replacement for natural rubber. Coral, developed by the company five years ago, is a man-made complete replacement for natural rubber. The new plant will be an addition to the company's Petrochemical center in Orange, Tex.

■ A number of key personnel changes occurred at Firestone. L. J. Campbell, president of Firestone Steel Products Co., was named vp of all company subsidiaries other than tires of Firestone Tire & Rubber Co. He was succeeded at Steel Products by Mario DiFederico. J. C. Roberts was named president of Firestone Synthetic Rubber & Latex Co., succeeding A. D. Miller, who died.

Earl B. Hathaway, vp in charge of trade sales, was promoted to vp in charge of all sales for Firestone Tire & Rubber Co.—a new position. Charles L. Largent, eastern division manager, was named general trade sales manager, succeeding Mr. Hathaway.

A. E. (Scotty) Brubaker, former manager of retail advertising, was named director of public relations. J. B. Scarcliff, former manager of sales promotion, was named manager of retail advertising, succeeding Mr. Brubaker. M. R. Bennett, who was manager of the retail newspaper advertising department, succeeded Mr. Scarcliff. H. A. Laurence was named manager of the retail newspaper advertising department, succeeding Mr. Bennett.

In two new appointments at Firestone Rubber & Latex Products Co., Stacy F. Wolfe was named general sales manager, Foamex division, and Henry A. Stawniak, general sales manager for mechanical rubber goods, elastic thread and other items. W. W. Llewellyn resigned as vp of sales of the subsidiary.

The only agency change occurred in March, 1959, when Firestone moved advertising for its Firestone Rubber & Latex Products Co. from Grey Advertising to Campbell-Ewald Co., which already has much of Firestone's advertising. It was Grey's last piece of Firestone business.

Just the facts, man*

WJIM-TV is number one every quarter hour every night of the week!

(Total week, 6:00 pm - midnight)
*LANSING NIELSEN, JULY, 1959

COVERING THE NATION'S
37TH
MARKET

WJIM-TV
Strategically located to exclusively serve
LANSING...FLINT...JACKSON

Basic CBS
NBC... ...ABC

When Firestone announced last April that its 31-year-old "Voice of Firestone" tv musical show would be withdrawn from the air after the June 1 broadcast, a great hue and cry was raised in and out of the advertising field. The decision was made after ABC dropped the show from its 9 p.m. Monday slot. The show had met the same fate in June, 1954 from NBC.

The company said it would not consider anything but a network tv show, and turned down a proposal to tape "Voice of Firestone" for distribution to individual markets. The ABC move was criticized by some U.S. senators, including Sen. A. S. (Mike) Monroney (D., Okla.), who complained that "Voice" was "a victim of the mumbo-jumbo cult of tv ratings." He said that the "laws of the nation and the rules of the Federal Communications Commission for public service responsibilities are reversed and negated because the network presidents supinely bow to this fictitious god which tells America what it may hear and see."

■ A Federal Trade Commission ruled last spring that Firestone gave illegal price concession to about 50 of the largest of its 14,000 dealers. Examiner Joseph Callaway said the favored 50 were arbitrarily classified as "warehouse dealers." The decision is subject to appeal.

In another FTC case, an examiner recommended a cease and desist order to stop Firestone from using the term "original equipment" in advertising tires which, although once built for this purpose, currently are built only for the replacement market.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,278,607	$ 1,456,512
Magazines	2,744,742	3,023,001
Farm Publications	425,313	467,969
Business Publications	247,200	201,000
Network Television	1,597,171	1,549,074
Spot Television	39,980	75,480
Total Measured	6,333,013	6,733,036
Total Unmeasured	8,399,987	8,859,964
Estimated Total Expenditure	14,733,000	15,633,000

PARENT COMPANY

Akron

MARKETING PERSONNEL

Raymond C. Firestone, president
H. D. Tompkins, vp
E. B. Hathaway, vp in charge of sales
H. M. Taylor, vp in charge of manufacturers sales
Charles L. Largent, general trade sales manager
R. D. Thomas, manager of tire sales
J. F. Faunce, manager of home and auto supply division

Advertising

C. B. Ryan, director of advertising, merchandising and sales promotion
F. C. McWiliams, administrative assistant to C. B. Ryan
A. J. McGinness, manager of national advertising
J. B. Scarcliff, manager of retail advertising
H. D. Millhone, manager of truck and farm tire advertising
M. R. Bennett, manager of sales promotion

Public Relations

A. E. Brubaker, director of public relations

ADVERTISING AGENCIES

Sweeney & James Co., Cleveland—Handles television and radio advertising for the Firestone Tire & Rubber Co., and all advertising for the International Co.—Virginia Burrell and John Sorrell, account supervisors; Lucia Lian, media director.

Campbell-Ewald Co., Detroit—Passenger, truck, tractor, off-the-highway, farm and aircraft tires; synthetic rubber and steel products advertising—W. W. Selover, group supervisor; J. W. Clason, account supervisor; P. B. van Dusen, account executive, passenger tires; R. Doran, truck & farm tires; L. F. Sheridan, art supervisor; J. J. Saunders, tv & radio; F. L. Congdon, merchandising and promotion; J. C. Noble, traffic & production; J. J. Passmore, media.

FIRESTONE INDUSTRIAL PRODUCTS CO.

Noblesville, Ind.

MARKETING PERSONNEL

R. D. Smith, president
R. J. Mitchell, vp in charge of sales
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 31,620	$ 380,656
Newspapers	——	9,492
Total Measured	31,620	390,148

FIRESTONE RUBBER & LATEX PRODUCTS CO.

Fall River, Mass.

MARKETING PERSONNEL

C. J. McCready, president
Stacy F. Wolfe, sales manager, Foamex division
H. A. Stawniak, sales manager, mechanical rubber goods, elastic thread and other products
H. B. Winslow, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive; F. L. Congdon, merchandising and promotion.

FIRESTONE PLASTICS CO.

Pottstown, Pa.

MARKETING PERSONNEL

Roger S. Firestone, president
Kenneth Edgar, vp in charge of Velon sales
Frank T. Groten, vp in charge of chemical sales

ADVERTISING AGENCY

Aitkin-Kynett Co., Philadelphia—Thatcher Longstreth and Jack Eigenbrodt, account supervisors.

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 71,800	$ 314,600
Newspapers	8,504	5,396
Network Television	——	100,140
Spot Television	——	1,040
Total Measured	80,304	421,176

FIRESTONE STEEL PRODUCTS CO.

Akron

MARKETING PERSONNEL

M. A. DiFederico, president
H. B. Winslow, advertising manager
W. S. Kidder, general sales manager
C. C. Cupp, sales manager, rim and wheel
A. C. Smith, sales manager, special products
C. E. Dunn, sales manager, stainless steel products
J. B. Call, administrative assistant to W. S. Kidder
T. H. Pace, sales manager, stampings
W. H. Vaughn, sales manager in charge of Detroit office

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive.

FIRESTONE SYNTHETIC RUBBER & LATEX CO.

Akron

MARKETING PERSONNEL

J. C. Roberts, president

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Donald Carr, account executive.

ADVERTISING EXPENDITURES

	1958
Magazines	$ 7,290
Total Measured	7,290

Ford Motor Co.

Ford Motor Co., Dearborn, Mich., is the nation's fifth largest advertiser, with expenditures in 1958 totaling $87,900,000, including $58,895,168 in measured media.

In 1957 the total budget was estimated at $103,500,000, which included $68,953,501 in measured media. In 1956 the total was $88,650,000.

The 1959 figures are expected to rise above the '58 total, reflecting improved sales as well as an introductory campaign for Ford's new economy car, the Falcon, some time this fall.

■ Ford sales in 1958 were $4,130,339,499, which was 28% below the record figure of $5,771,274,697 in '57. Net income tumbled 66%, from $282,754,541 to $95,742,238. The company operated at a loss in the second and third quarters.

Unit sales of cars and trucks at Ford totaled 1,466,802, or 28.6% of industry sales in 1958. This was a drop from the 2,224,205 units (30.8% of sales) in 1957. Ford unit sales skidded by 34%, more than the over-all industry drop of 29%. The company's tractors accounted for about 20% of the market last year, compared with 17.3% in 1957.

The company sold 1,223,896 passenger cars last year, compared with 1,884,805 the year previous—a 35% drop. Here is the unit sales

Think BIG when you think of PHOENIX

Chloe Selina', Hopi basket maker, examines one of the world's largest Apache woven baskets. Courtesy McCormick Collection.

In seven years: Phoenix city population has **tripled** to 357,000; food sales more than **doubled** to $179,454,000; buying income **up 94%** to $935,676,000. Here is buying power . . . big buying power! And you can penetrate it with low-cost, one-medium coverage that daily reaches **91.6%** of this great and growing market. Plus **63.4%** state coverage. Buy the **one** medium that really does the job!

(Source: Sales Management Survey and Phoenix City Manager's Office.)

Write, wire or phone Chas. E. Treat,
National Advertising Manager, Box 1950,
Phoenix, Arizona. ALpine 8-8811.

The Arizona REPUBLIC The Phoenix Gazette

Morning-Evening Combination
Represented nationally by Kelly-Smith Co.

picture:

	1958	1957
Ford (and Thunderbird)	1,038,492	1,522,196
Edsel	28,953	50,393
Mercury	129,304	274,908
Lincoln & Continental	27,147	37,308

■ Factory sales of Ford trucks in 1958 amounted to 242,906 units, or 27.8% of industry sales. This was 28% below the 339,400 trucks sold last year, when the company took 30.8% of the market.

Sales of defense products were $373,000,000 last year, compared with $525,000,000 in 1957. In July of '59, Ford changed Aeronutronic Systems Inc., Los Angeles, from a subsidiary to a division. The fast-growing company develops and manufactures products for weapon and space systems, missile range systems and instrumentation, electronics, data processing systems and computers.

For the first half of 1959, Ford Motor sales were $2,954,300,000, compared with sales of $1,987,300,000 for the first six months of '58. Earnings for the first half were $285,900,000 this year and $16,100,000 last year.

Total sales of cars and trucks for the first half of '59 were 1,125,543 units, compared with 710,471 units for the like period a year ago.

Early this year Ford announced it is planning to enter the new car financing field, but since that first announcement no further details have been released.

■ In overseas operations last year, Ford of England had a record sales and earnings report. Sales of 365,000 cars and trucks were 67,000 above the '57 total. Ford of Germany sold 104,000 units, a 49% increase over 1957.

Ford of Canada's share of North American type passenger car registrations in Canada was 28% last year, a drop from 29.2% in '57. Its share of truck registrations dropped to about 20% from 25.4% the previous year.

Last year the company added the Galaxie luxury series to its Ford line. This fall Ford will bring out a small car, the Falcon, to be sold by Ford dealers. J. Walter Thompson will handle the advertising.

■ In June of this year, Ford was awarded a government contract for producing an army quarter-ton truck, nicknamed the Mutt, which will replace the famed Willys Motors Jeep. The initial order was for $15,070,000.

Ford continued to make much of its marketing news in the M-E-L division (Mercury-Edsel-Lincoln). In September, James J. Nance resigned as vp and general manager of the division, to be succeeded by Ben D. Mills, his former assistant. Walker Williams, of the dealer policy board, was named assistant general manager.

In other changes, Emmett Judge, in charge of product planning at M-E-L, became Mercury marketing manager, and Bruce Miller, formerly Lincoln's ad boss, became Mercury ad manager. They replaced R. J. Fisher, who moved to the marketing post at Lincoln, and H. L. Swan, who became ad manager for Lincoln.

■ Also, the ad managers of the three car lines took on the additional titles of sales promotion manager. Three sales promotion managers were shifted: G. O. Hackett (Mercury) was named manager of displays and exhibits for M-E-L; J. C. Turnacliff (Lincoln-Continental) became supervisor of sales promotion under Mr. Swan, and W. L. Thomas (Edsel) left the company.

Edsel added Leo Beebe as marketing manager. He formerly was manager of sales services for the division. Eldon E. Fox, Edsel ad manager, left to join Batten, Barton, Durstine & Osborn, Minneapolis, and was replaced by Walter T. Murphy, formerly marketing plans manager for the car.

R. T. Armstrong, merchandising supervisor of Ford's tractor and implement division, was named manager of the merchandising department, succeeding W. E. Butler, who resigned to enter a tractor and implement distributorship.

■ On the agency scene, the M-E-L division moved its Lincoln and Continental ad responsibilities from Kenyon & Eckhardt to Foote, Cone & Belding last December, and at the same time shifted the Edsel from FC&B to K&E. The company said the shift was due to the repositioning of Edsel into a lower price field, and the combining of some Edsel dealerships with Mercury, which K&E also handles.

With the appointment of J. Walter Thompson Co. to handle the small Falcon car, Ford shifted advertising for its imports—English Ford and Taunus—from JWT to Kenyon & Eckhardt.

In February of this year, Charles H. Kellstadt, president of Sears, Roebuck & Co., was elected to Ford's board of directors.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$20,000,024	$ 31,533,144
Magazines	11,097,005	11,867,425
Farm Publications	1,565,603	1,892,689
Business Publications	277,500	250,000
Network Television	12,561,121	13,023,204
Spot Television	1,772,300*	3,737,370
Outdoor	6,621,615	6,649,669
Spot Radio	5,000,000	———
Total Measured	58,895,168	68,953,501
Total Unmeasured	29,004,832	34,546,499
Estimated Total Expenditure	87,900,000	103,500,000

*Includes $730,870 for regional dealers.

FORD MOTOR CO.

CENTRAL STAFF

MARKETING PERSONNEL

C. F. Moore Jr., vp-public relations and advertising

E. E. Rothman, general advertising and sales promotion manager

J. B. McMechan, manager of institutional advertising

R. J. Eggert, marketing research manager

R. W. Chambers, market representation manager

ADVERTISING AGENCY

Kenyon & Eckhardt, Detroit—institutional advertising—A. J. Shepard, account executive.

FORD DIVISION

MARKETING PERSONNEL

Sales

W. J. Cooper, general sales manager

L. A. Iacocca, car marketing manager

Wilbur Chase Jr., truck marketing manager

W. K. Barclay, marketing services manager

G. H. Brown, marketing research manager

Guy Hamilton Jr., executive assistant to the general sales manager.

Advertising

J. R. Bowers, car advertising manager

F. J. McGinnis, truck advertising manager

H. M. Brown, manager of public relations

ADVERTISING AGENCY

J. Walter Thompson Co., Detroit—all Ford division products and dealer advertising—W. D. Laurie Jr., account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$10,666,080	$16,625,966
Magazines	4,380,871	4,964,319
Farm Publications	1,112,705	938,272
Network Television	6,630,594	7,775,029
Spot Television	1,512,240	3,069,700
Outdoor	3,116,100	5,106,709
Total Measured	27,418,590	38,479,995

M-E-L DIVISION

MARKETING PERSONNEL

C. E. Bowie, general sales manager

George S. Coats, assistant general sales manager

H. B. Daniels, regional sales manager (northeastern)

J. F. Connors, regional sales manager (southeastern)

R. R. Nadal, regional sales manager (central)

L. T. Kouns, regional sales manager (midwestern)

J. B. Burke, regional sales manager (southwestern)

G. L. Boggs, regional sales manager (western)

W. A. Maharry, manager of public relations

H. Fisher, marketing research manager

Mercury

Emmet Judge, marketing manager

Bruce Miller, advertising and sales promotion manager

J. A. Maroni, sales planning manager

Lincoln and Continental

R. J. Fisher, marketing manager

H. L. Swan, advertising and sales promotion manager

J. E. Barnes, sales planning manager

Edsel

Leo Beebe, marketing manager

Walter T. Murphy, advertising and sales promotion manager

T. C. Burns, sales planning manager

Imported Cars

J. S. Kemp, marketing manager

D. H. Smith, advertising and sales promotion manager

A. Krueger, sales planning manager

ADVERTISING AGENCIES

Kenyon & Eckhardt, Detroit—all Edsel, Mercury and imported English Fords and Taunus products—G. T. C. Fry, in charge of all automotive products.

Foote, Cone & Belding, Chicago—Lincoln and Continental—Charles S. Winston, account executive.

ADVERTISING EXPENDITURES

Mercury

	1958	1957
Newspapers	$ 4,181,624	$ 7,848,938
Magazines	1,415,715	1,544,092
Farm Publications	———	55,942
Network Television	3,212,919	2,306,962
Spot Television	130,110	44,700
Outdoor	49,736	84,743
Total Measured	8,990,104	11,995,377

Edsel

	1958	1957
Newspapers	$ 2,680,863	$ 4,115,615
Magazines	1,267,338	1,568,912
Farm Publications	———	39,300
Network Television	1,483,153	459,571
Spot Television	34,410	57,400
Outdoor	1,515,000	1,300,000
Total Measured	6,980,764	7,540,798

Lincoln and Continental

	1958	1957
Newspapers	$ 1,238,078	$ 1,887,139
Magazines	1,584,078	842,915
Network Television	50,438	2,306,962
Spot Television	50,840	28,980
Outdoor	22,072	158,217
Total Measured	2,945,506	5,224,213

TRACTOR & IMPLEMENT DIVISION

Birmingham, Mich.

MARKETING PERSONNEL

Sales

L. E. Dearborn, general sales manager

Advertising

J. F. Pedder, assistant general sales manager—advertising and merchandising

L. E. Birger, advertising manager

R. T. Armstrong, merchandising manager

Howard Tuttle, manager of public relations

ADVERTISING AGENCY

Meldrum & Fewsmith, Birmingham, Mich.—W. H. Stone, account supervisor.

FORD INTERNATIONAL DIVISION

MARKETING PERSONNEL

Sales

R. Foley, general sales manager

Advertising

D. E. McKellar, advertising manager

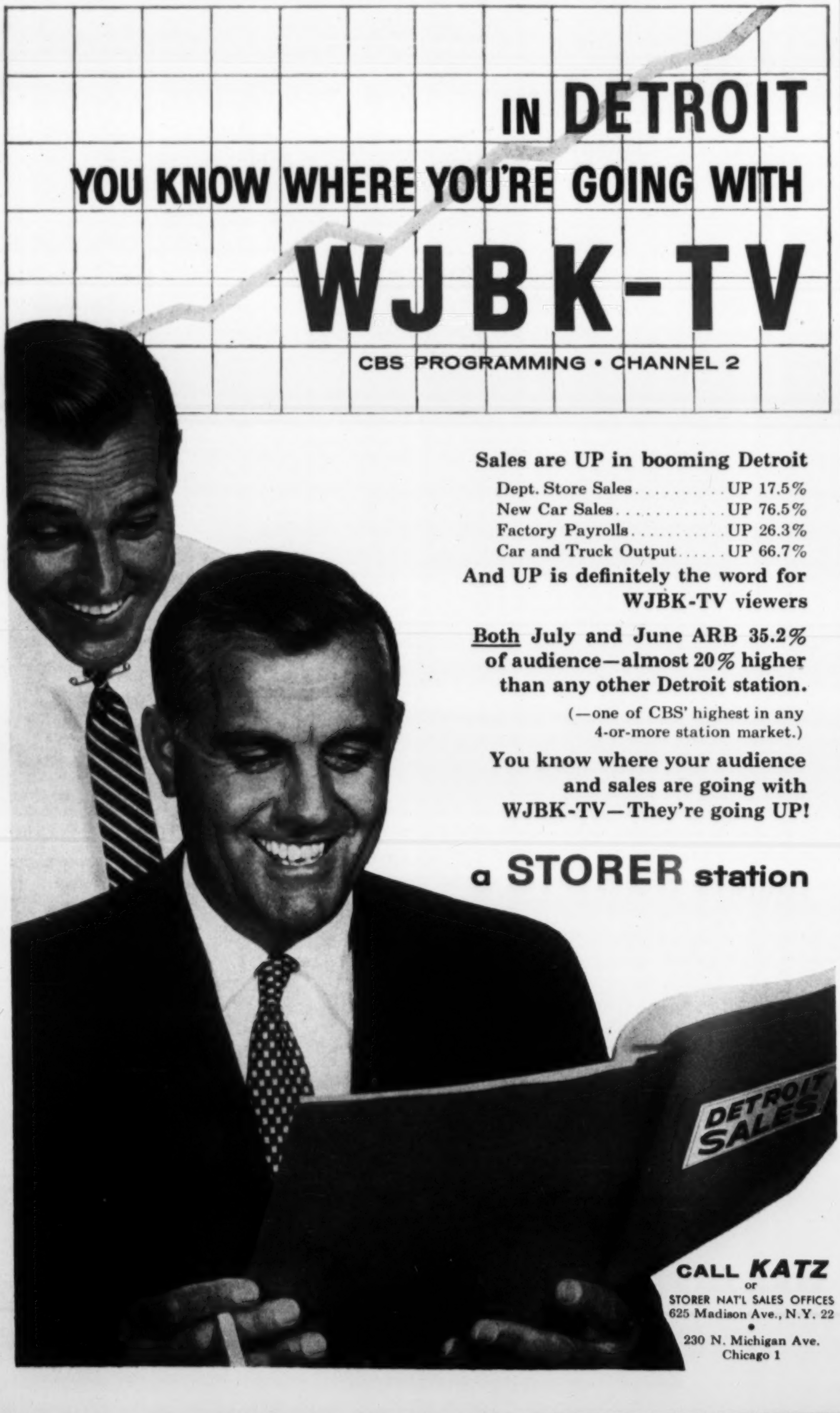
ADVERTISING AGENCY

J. Walter Thompson Co., New York—institutional advertising and all product advertising outside of U. S. —F. Linder, account executive.

AERONUTRONIC DIVISION

MARKETING PERSONNEL

Dr. S. Dean Wanlass, marketing manager



Sales are UP in booming Detroit

Dept. Store Sales . . . . UP 17.5%
New Car Sales . . . . UP 76.5%
Factory Payrolls . . . . UP 26.3%
Car and Truck Output . . . . . . UP 66.7%

And UP is definitely the word for WJBK-TV viewers

Both July and June ARB 35.2% of audience—almost 20% higher than any other Detroit station.

(—one of CBS' highest in any 4-or-more station market.)

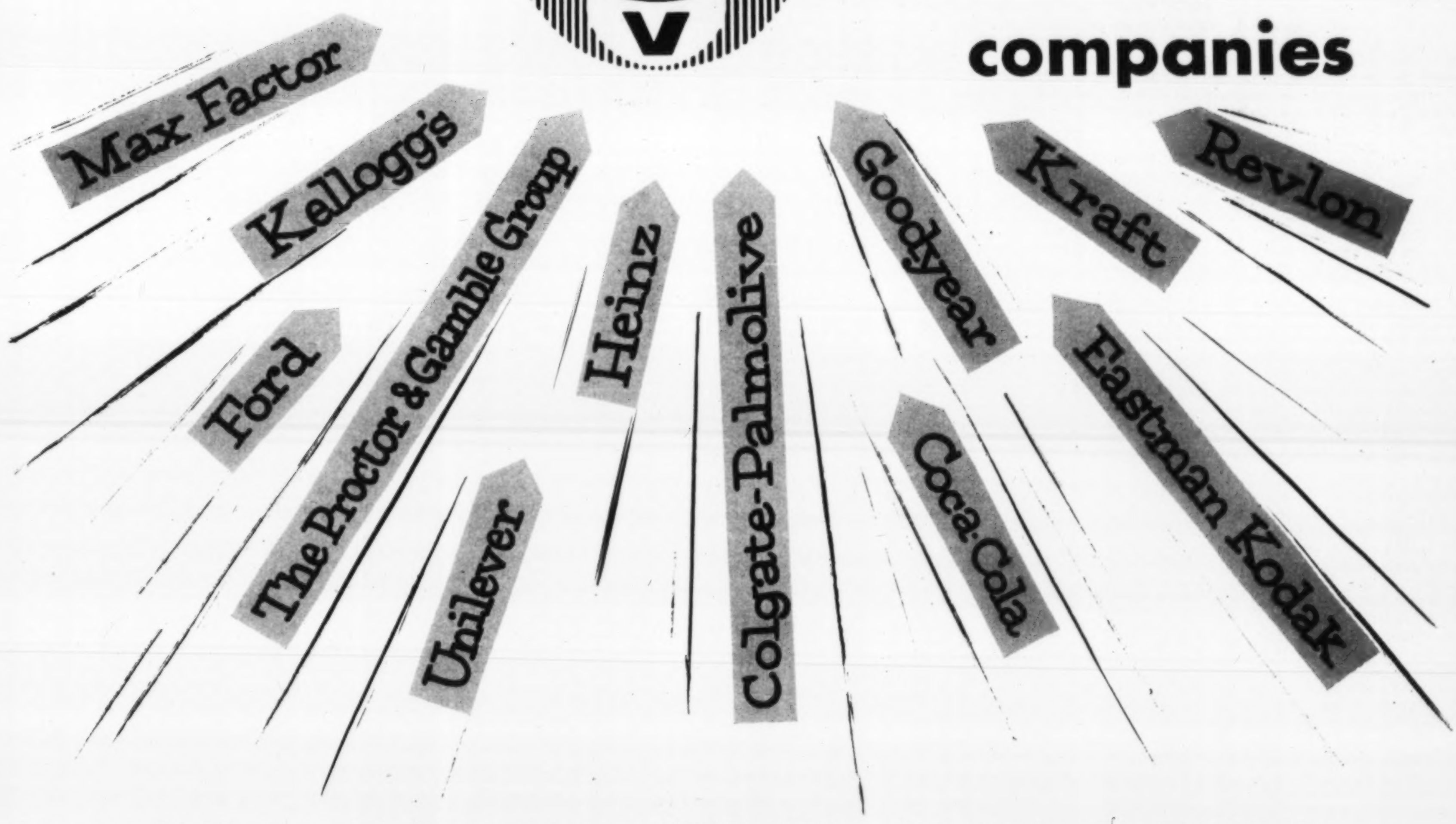
You know where your audience and sales are going with WJBK-TV—They're going UP!

a STORER station

CALL KATZ
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

FOR SELLING IN BRITAIN

ATV attract world's top companies

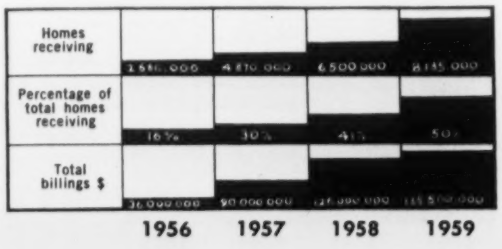


Britain's most progressive TV program company—ASSOCIATED TELEVISION LIMITED—is used by many leading international advertisers as their most powerful selling force

1. ATV cover two great market areas.
2. *London* with its dormitory and suburban districts comprising 13.4 million people who have the country's highest living standard.
3. *Midlands*—the rich industrial centre of Britain with a population of 7 millions. As a television area, the Midlands has the country's consistently highest viewing figures.
4. ATV have an audience of 11 million plus. These viewers have the choice of watching either ATV or BBC. Thanks to ATV's top programs, most watch ATV.
5. ATV program ratings are fantastically high. Figures of over 80% are by no means uncommon.
6. While peak time rates in the Midlands, for instance, are $1078 for 30 seconds, advertisers are getting averages of 60 cents per 1,000 viewers for 30 seconds.
7. ATV's two areas account for 41% of Britain's purchasing power.
8. ATV make it their business to see that the advertiser spends most effectively on this channel—that he gets the most for his money. ATV offer a unique service which covers every aspect of Media planning, TV Market Research, and TV Merchandising.

There are two channels on British television: the state-run, non-advertising BBC, and a commercial channel, which carries programs provided by independent program companies, each serving different areas for different periods. ATV, the most progressive of these companies, handle weekends on the London station and Monday thro' Friday in the Midlands. There is no sponsorship; advertising is in the form of spots (7-, 15-, 30-, 45-, or 60-seconds), plus advertising magazines (shopping guides).

Growth of commercial TV in Britain (estimated figures)



ASSOCIATED TELEVISION LIMITED

Television House, Kingsway, London, W.C.2.

R. P. Lytle, advertising and public relations manager

ADVERTISING AGENCY

Honig-Cooper, Harrington & Miner, Los Angeles—Huntley Briggs, account executive.

R. T. French Co.

R. T. French Co., Rochester, N. Y., is the nation's 97th largest advertiser with total expenditures in 1958 estimated at $6,250,000, of which $4,750,820 was in measured media. The previous year's expenditures were estimated at $5,000,000, of which $3,398,665 was in measured media. Advertising billings, which were formerly credited to Atlantis Sales Corp., the organization's marketing unit, will be for R. T. French Co., the manufacturing arm, as of this year.

Making its first appearance among the 100 leading national advertisers, French's sales hit an all-time high last year, estimated at $58,500,000. This was 17% ahead of the previous year's $50,000,000. French's mustard, which at one time accounted for most of the total sales, has been responsible for much less than half of the income during the past several years, with French's instant potato, bird food, and spices, seasonings and extracts assuming major roles.

French's mustard, instant potato and bird food continued to outsell all other brands in their respective fields during 1958, according to the Market Research Corp. of America.

■ Last year advertising for the mustard brand was confined almost exclusively to magazines, which took about $980,098. In a new advertising approach, the company launched a mustard campaign directed at the teen age market in March, 1959, running four-color ads which offered an Ames brothers RCA Victor LP record for 50¢ plus a label from a jar of mustard.

French's instant potato retained its prime spot despite the entry of several competitors into the field last year. Among the four major brands, it had about 75% of the sales. Advertising for the jiffy potato was concentrated in television, both spot and daytime network shows. The 1958 network schedule, all on CBS, consisted of quarter-hour sponsorship of "As the World Turns," "Beat the Clock," "Love of Life," "The Verdict Is Yours," "Edge of Night" and "Art Linkletter's Houseparty." The last four of these will be carried by French's during the coming season. Most of this network time, in addition to more than two-thirds (or $667,530) of the spot budget, was used to promote the mashed potato.

The parakeet and canary food line was advertised mainly in Sunday supplements, Sunday newspapers and national magazines. The bird seed was promoted early last year with 13 color ads in *Parade, This Week Magazine* and Sunday editions of ten metropolitan newspapers. The bird food is sold primarily in grocery stores, and the parakeet seed enjoys almost 100% supermarket distribution.

The spices, seasonings and extracts line, believed to be among the top three in the field, is promoted mainly in national magazines. In December, 1958, French's, in behalf of its spices, joined the butter cookie promotion sponsored jointly by Pillsbury Co., the American Dairy Assn. and F. E. Funsten Co. The co-op push was featured in *Better Homes & Gardens, Family Weekly, Ladies' Home Journal, Parade, This Week Magazine* and other Sunday supplements, as well as newspapers and tv.

■ Last fall, French introduced a spaghetti sauce mix which now ranks about second in the field, the company estimates. About $236,180 of the video budget and $50,715 of the magazine outlay was devoted to this product last year. In February, 1959, the company made its first coupon offer in 10 years, using magazine ads featuring a coupon worth 10¢ toward the purchase of a package of the mix.

Other French's products backed by advertising are Colman's dry mustard, which the company ranks first in its field; Worcestershire sauce, which it places in the number two spot; and Brasso metal polish in the military market. Test ad campaigns are also under way for Chili-O and Hamburger Lift.

A new gourmet line of 38 seasonings was introduced this summer. It is now being distributed in Denver, New York and the New England states and is expected to receive national distribution by the end of the year. No advertising has been scheduled yet for this gourmet line. Other new products introduced this year include minced green onion, herb seasoning, mixed vegetables and chicken stock base.

■ French offers its dealers a co-op budget for radio, television and newspapers on its line of spices and extracts, but not on other items. It maintains an extensive point-of-purchase program, including display bins and floor merchandisers for mass merchandising periods, such as featuring mustard for July 4th picnics.

Last year, French spent five times as much as in the previous year in network tv and more than doubled its newspaper outlay, thus accounting for most of the 25% increase in the ad budget. Network tv expenditures jumped from $265,722 to $1,322,987 and newspapers from $650,871 to $1,376,254, while magazine advertising dropped from $1,797,682 to $1,057,089 from 1957 to 1958.

On July 31, 1959, John D. Cockcroft, president of R. T. French Co., became top marketing official when that spot was vacated by W. R. Knott, who retired as president of Atlantis Sales Corp.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,376,254	$ 650,871
Magazines	1,057,089	1,797,682
Farm Publications	52,400	50,850
Network Television	1,322,987	265,722
Spot Television	942,090	633,540
Total Measured	4,750,820	3,398,665
Total Unmeasured	1,499,180	1,601,335
Estimated Total Expenditure	6,250,000	5,000,000

MARKETING PERSONNEL

Sales

John D. Cockcroft, president of R. T. French Co. and top marketing official

W. W. Van Meter, vp and general sales manager

R. P. Driggs, sales promotion manager

C. R. Young, sales personnel manager

Frank E. Slaven, vp and regional sales manager, Philadelphia

Claude Gerdes, vp and regional sales manager, San Francisco

Charles R. Kemp, regional sales manager, Chicago

Cecil Ray, regional sales manager, Dallas

W. R. Ausenbaum, regional sales manager, St. Louis

Wright H. Prickett Jr., regional sales manager, New York

Advertising

O. L. Westgate, vp

G. Buell Culver, brand advertising manager

Floyd Smiley, assistant advertising manager

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—French's mustard, instant potato, spices, Colman's dry mustard, Worcestershire sauce, Chili-O, Hamburger Lift and all export products, except to Puerto Rico—Everett Bradley, account supervisor; Robert MacDonald, account executive on all except export products; Clifford Snyder, account executive on export products.

Richard A. Foley Advertising Agency, Philadelphia—French's pet foods and Brasso metal polish—Charles Eyles, account supervisor, and Earl Steiert, account executive.

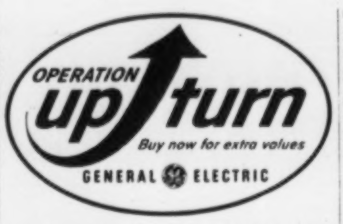
Compton Advertising, New York—French's spaghetti sauce mix—Frederick Schuster, account executive.

Publicidad Badillo, San Juan, P.R.—French's dog food (sold in export markets only) and all other French's products in Puerto Rico—S. E. Badillo, account executive.

General Electric Co.

General Electric Co., seventh largest advertiser in 1958, spent $66,101,920 last year, of which $25,601,934 was in measured media. These figures represent a reduction of about 8½% from 1957, when GE spent an estimated $72,949,717, including $27,949,717 in measured media.

GE's reduction of advertising was somewhat higher than its sales volume drop, which was held to 5%—partially through Operation Upturn, a spectacular and aggressive counterattack on recession thinking. As it was, GE recorded sales of $4,120,769,801—or about 5% below the $4,335,664,061 of 1957. Earnings also dropped, but only about 2%—to $242,942,533 from 1957's $247,851,871. Despite the recession, these were the second highest sales and earnings in GE's history.



ANTI-RECESSION—*This symbol was used by GE and its distributors and dealers as a postage meter plate in 1958, as part of Operation Upturn promotion which held GE's recession sales drop to 5%.*

■ General Electric is the kingpin of the electrical equipment industry, and it accounts for about 25% of total industry output. Its operations are divided into four broad classes, here reported with their percentage contribution to sales totals: consumer goods (26%) had a sales slump in the first half of '58 but hit 1957 level in the second half; components and materials sold to original equipment manufacturers, distributors, and other industrials (26%) followed a similar pattern; heavy capital goods (24%) sales—largely to utilities—were helped by the record volume of utilities' addition to generating capacity, but a reduction in rate of orders in 1957 and 1958 by utilities will be felt in 1959 and into 1960; the final division, atomic energy and defense (24%) increased in 1958, although earnings and sales ratios are well below those in GE's commercial lines.

GE reported that export sales accounted for about 6% of the total, divided among the four general divisions reported here.

The company operates 166 plants in 134 cities in 29 states, in two Canadian provinces and the Commonwealth of Puerto Rico.

■ On the marketing front during the year, GE launched its usual hail of new products, ranging from a kingsize electric blanket to a transistorized clock radio; as part of Operation Upturn it established some 600 new product innovation projects. On the industrial front, it reported that it was closer to a major breakthrough in thermionic conversion—production of electricity directly from heat.

A longtime supporter of fair trade, GE reversed itself in 1958: in February it dropped fixed retail prices on appliances as "unenforceable"; in July it described its "protected purchase" plan on installment sales through GE dealers; in January of 1959 it announced it would deny cooperative advertising to dealers selling GE products for more than 10 to 15% off list.

In March it gave the GE line of portable and table model phonographs to Maxon Inc., which already handled tubes and radio receivers.

■ During the year GE made a notable departure. It set up a new government relations service and in other ways sought to organize for greater political effectiveness. Hoyt P. Steele, who came to GE from Benjamin Electric Manufacturing Co., Des Plaines, Ill., in 1957, heads the new unit. As examples of its political efforts, GE components sought passage of right-to-work laws in California and Washington, partly through newspaper advertising ($22,000 in California through Hoefer, Dietrich & Brown and perhaps half that much in Washington). Mr. Steele told AA the company's government relations program is concerned with a broad range of legislation of interest to the company, and that the company may again use advertising to make known its opinion to employes and community neighbors. Part of the company's efforts, he said, are directed toward increasing managers' and employes' interest and activity in public affairs and the party of their choice.

GE's share of market continues high in the appliance field: it still leads the refrigerator field, followed by Frigidaire and Sears and Philco. However, GE's rank is usually accomplished by combining GE and Hotpoint.

■ Estimates of share of market vary widely, but midway in 1958 it was estimated that GE ranked second in refrigerators (20%) behind Frigidaire's 23%, but the addition of 7% with Hotpoint put it in first place. In freezers, GE trailed Sears' Coldspot (15%) and was second with 8%; with Hotpoint's 6% it would be about even. In washers, GE's 15% was second to Sears' Kenmore's 25%. In dryers, GE was second with 13% to Kenmore's 16%. In electric ranges it spread-eagled the field. GE had 21% and was first, Hotpoint was third with 14%, so between its brands GE had 35%.

Estimates of brand rank in appliances are often contradictory. Another source has estimated that GE has 20% of the refrigerator business, 23% of the dishwasher business, 12% of the washer business; 14% of the dryer business, and 15% of the freezer business. GE and Hotpoint dishwashers, both early entrants, have dominated that portion of the business.

Estimates of divisional advertising in a company of GE's complexity are almost impossible to make. Hotpoint is something of an exception—it spends more than $2,000,000 in magazines and Sunday supplements. Its heavy outdoor and newspaper advertising is all placed and paid for by distributors.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 7,004,632	$ 6,799,213
Magazines	9,077,465	9,991,165
Farm Publications	376,481	360,442
Business Publications	3,284,700	4,090,000
Network Television	5,295,996	5,714,855
Spot Television	500,500	750,560
Outdoor	62,160	243,482
Total Measured	25,601,934	27,949,717
Total Unmeasured	40,499,986	44,999,983
Estimated Total Expenditure	66,101,920	72,949,717

CORPORATE PERSONNEL

Marketing Services
New York

G. A. Bradford, consultant, advertising and sales promotion

J. E. Donegan, specialist, vendor relations

Virginia E. Wargo, media coordinating and master advertising contracts

Engineering Services

R. Sukenik, specialist, engineering personnel

Relations Services

D. W. Burke, manager, institutional programs

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—relations services—Joe Henrici, account executive; Lloyd Curtiss, sports and tv commercials account executive; Jeff Macquire, "GE Theater" account executive; Don Campbell, account executive, and Paul Smith, account supervisor, for "Live Better Electrically" program.

Deutsch & Shea, New York—engineering services, recruiting advertising—Helen Curtis, account supervisor.

CANADIAN GENERAL ELECTRIC CO.

MARKETING PERSONNEL

Hugh Rose, manager, advertising and sales promotion, apparatus department, Peterborough, Ontario

T. A. Yellowlees, manager, advertising and sales promotion, switchgear & control section, apparatus department, Peterborough

D. G. MacKenzie, manager, advertising

EAU CLAIRE

Wisconsin's 5th largest metro market

Center of an Isolated $253 Million* Leader-Telegram Market

DUNN
CHIPPEWA
ST. PAUL
MINN.
90 MILES
EAU CLAIRE
PEPIN
EAU CLAIRE
MILWAUKEE
250 MILES
BUFFALO
TREMPEALEAU
MADISON
190 MILES

Geographic isolation . . .

Eau Claire is the trading center for 182,000 people in Wisconsin's 5th largest metro market. This is an isolated growing market that extends into a 6-county area having no larger city within 90 miles of the retail hub.

6-county Market*	
Households	51,000
Con. Spending Inc.	$253,548,000
Retail Sales	$195,772,000

*SM Survey of Buying Power 5/10/59

Newspaper isolation . . .

Six counties isolated by preference—where readers establish in the Leader-Telegram as No. 1 choice with 72% more circulation than "outside" newspapers.

6-county circulation

LEADER-TELEGRAM		23,178
Minneapolis	—morning	1,657
	—evening	1,472
St. Paul	—morning	1,415
	—evening	688
Milwaukee	—morning	1,725
	—evening	577

Total circulation 25,792 ABC 9/30/58

The EAU CLAIRE LEADER & TELEGRAM

MORNING • EVENING • SUNDAY

Represented by SHANNON & ASSOCIATES, INC.

Newsweek is first in corporate advertising.*
Ask your agency.

Newsweek

the different newsweekly
for communicative people

* Newsweek carried more pages and more accounts from the top 25, the top 50 and the top 100 corporate campaigns than any other magazine. Source: Special PIB report on General Promotion and Association Advertising, Jan.-June 1959.

and sales promotion, appliance and television receiver department, Montreal

M. D. Locke, specialist, advertising and sales promotion, electronic equipment and tube department (electronic department) Toronto

R. S. Thompson, specialist, advertising and sales promotion, electronic and tube department (tube section)

V. R. Young, manager, advertising and sales promotion, industrial products department, Toronto

R. W. McDonnell, manager, advertising and sales promotion, lamp department, Toronto

C. F. Colvin, manager, advertising and sales promotion, small appliance department, Barrie, Ontario

ADVERTISING AGENCY

MacLaren Advertising Co., Toronto—C. E. Brown, account supervisor; C. E. King, R. McBain, J. G. Butler, R. Westlake, D. N. Roe, G. L. Reneau and C. E. Brown, account executives.

CHEMICAL & METALLURGICAL DIVISION

MARKETING PERSONNEL

C. L. Chase, manager, advertising and sales promotion, chemical materials department, Pittsfield, Mass.

A. Doremus, manager, advertising and sales promotion, conduit products department, Bridgeport, Conn.

R. E. Lammens, specialist, advertising and sales promotion, laminated products department, Coshocton, O.

J. W. Mason, manager, advertising and sales promotion, metallurgical products department, Detroit

R. A. Winter, manager, advertising and sales promotion, silicone products department, Waterford, N. Y.

A. Doremus, manager, advertising and sales promotion, wire & cable department, Bridgeport

J. E. Neuberger, manager, advertising and sales promotion, wiring device department, Providence

A. Doremus, manager, advertising and sales promotion, construction materials sales operation, Bridgeport

ADVERTISING AGENCIES

G. M. Basford Co., New York—chemical materials, conduit products, wire and cable, construction materials—Fred Messner, account supervisor; Mrs. Carol Perrin, account executive (chemical and metallurgical); Bob Wellborn, account supervisor; Ken Thompson, account executive (construction materials).

Brooke, Smith, French & Dorrance, Detroit—laminated and metallurgical products—L. Grant Hamilton, account supervisor.

Brooke, Smith, French & Dorrance, New York—Silicone products—Henry Larson, account executive.

Noyes & Co., Providence, R. I.—wiring device department—A. E. Van Wagner, account supervisor.

COMPONENT PRODUCTS DIVISION

MARKETING PERSONNEL

M. P. Miles, marketing manager, accessory equipment department, Bridgeport

ADVERTISING AGENCY

G. M. Basford Co., New York—A. A. MacLaren, account supervisor; D. Lamonica, account executive.

DEFENSE ELECTRONICS DIVISION

MARKETING PERSONNEL

L. H. Naum, manager, advertising and sales promotion, heavy military electronics department, Syracuse, N. Y.

R. E. Robischon, manager, advertising and sales promotion, light military electronics department, Utica, N. Y.

ADVERTISING AGENCY

deGarmo Inc., New York—light military electronics—John deGarmo, account supervisor; Len Caiola, account executive.

ELECTRONIC COMPONENTS DIVISION

MARKETING PERSONNEL

W. A. Babcock, manager, advertising and sales promotion, power tube department, Schenectady, N. Y.

R. D. Kennedy, manager, advertising and sales promotion, receiving tube department, Owensboro, Ky.

S. R. Tedford, manager, advertising and sales promotion, semiconductor products department, Syracuse, N. Y.

ADVERTISING AGENCIES

Maxon Inc., New York—power tubes and receiving tubes—Michael S. Mahony, account supervisor; A. L. Champigny, account executive.

Brooke, Smith, French & Dorrance, New York—semiconductor products—Henry Larson, account executive.

HOTPOINT DIVISION

Chicago

MARKETING PERSONNEL

Advertising

L. J. DiAngelo, manager, advertising and merchandising section

A. M. Utt, manager, advertising and sales promotion

J. F. Adamik, manager, advertising and sales promotion

Commercial Equipment Department
Berwyn, Ill.

L. Smith, manager, marketing

ADVERTISING AGENCIES

Compton Advertising, New York—Hotpoint appliances—Paul Cooke, account supervisor; Howard Kuhn, account executive—creative; Don Carret, account executive—media.

Henry M. Hempstead Co., Chicago—commercial equipment—Henry M. Hempstead, account executive.

HOUSEWARES & RADIO RECEIVER DIVISION

Bridgeport, Conn.

MARKETING PERSONNEL

M. M. Masterpool, manager, advertising and publicity

H. R. Smith, media relations

G. S. Lenox, manager, marketing, automatic blanket and fan department

J. E. Clarke, manager, merchandising, portable appliance department

N. R. Huey, manager, merchandising, radio receiver department

M. M. Masterpool, manager, advertising and sales promotion, vacuum cleaner department

E. C. Pease, manager, merchandising, clock and timer department (Ashland, Mass.)

ADVERTISING AGENCIES

N. W. Ayer & Son, Philadelphia—clock and timer department—Paul Biklen, account supervisor; Richard Kress, account representative.

Maxon Inc., New York—radio receiver department—Michael S. Mahony, account supervisor; Dorothy Adams, account executive.

Young & Rubicam, New York—automatic blanket and fan, portable appliance, vacuum cleaner departments—Wilson H. Kierstead, account supervisor; Henry P. Stockbridge, account executive (blankets and fans); Edward J. Palmer and Patrick T. Ende, account executives (portable appliances); H. B. Hall, account executive (cleaners).

INDUSTRIAL ELECTRONICS DIVISION

MARKETING PERSONNEL

G. H. Floyd, manager, advertising and sales promotion, communication products department, Lynchburg, Va.

Roy Jordan, manager, advertising and sales promotion, computer department, Phoenix, Ariz.

P. M. Johnson, specialist, advertising and sales promotion, instrument department, West Lynn, Mass.

W. R. Petrie, manager, advertising and sales promotion, X-ray department, Milwaukee

ADVERTISING AGENCIES

Brooke, Smith, French & Dorrance, New York—communication products department—Henry Larson, account executive.

The McCarty Co., Los Angeles—computer department—W. H. Atwell, account executive.

Bresnick Co., Boston—instrument department (exposure meters)—Gerald D. Roscoe, account supervisor; Kenneth Clapp, account executive.

Klau-Van Pietersom-Dunlap, Milwaukee—X-ray department—Thomas F. Scannell Jr., account supervisor; Gilbert Goetz, account executive; John Larsen, associate account executive.

INTERNATIONAL GENERAL ELECTRIC CO. DIVISION

New York

MARKETING PERSONNEL

G. E. Kendall, manager, advertising and sales promotion

R. Sweeney, supervisor, advertising and sales promotion, producer goods export department

H. D. Hanshaw, specialist, advertising and sales promotion, consumer products

F. C. DeLorenzo, specialist, advertising and sales promotion, commercial products

E. J. David, specialist, advertising and sales promotion, appliance and tv receivers

ADVERTISING AGENCY

Grant Advertising, New York—Sanford S. Clark, account supervisor; William Stockdale, account executive.

LAMP DIVISION

Cleveland

MARKETING PERSONNEL

M. R. King, manager, advertising and sales promotion, large lamp department

L. P. Moyer, media and research, large lamp department

F. F. Schuhle, manager, advertising and sales promotion, miniature lamp department

T. H. Castle, specialist, advertising and sales promotion, photo lamp department

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, Cleveland—large and miniature lamps—Richard McGinnis, account supervisor; Richard Owen, account executive.

Foster & Davies, Cleveland—Christmas tree, Ozone and Germanium Lamps—M. R. Davies.

Grey Advertising, New York—photo lamps—Herbert D. Strauss, account supervisor; Thomas Armstrong, account executive.

MAJOR APPLIANCE DIVISION

Louisville, Ky.

MARKETING PERSONNEL

G. F. Kiewert, manager, advertising and sales promotion, room air conditioners

J. J. Heffernan, manager, advertising and sales promotion, central air conditioners (Tyler, Tex.)

E. Reichert, manager, advertising and sales promotion, dishwasher and Disposall department

R. S. Wahlberg, manager, advertising and sales promotion, home laundry department.

R. R. Frederick, manager, advertising and sales promotion, household refrigerator department

A. L. Chopp, manager, advertising and sales promotion, range department

D. O. Akridge, manager, advertising and sales promotion, tv receiver department (Syracuse, N. Y.)

.....stands for the Missouri Ruralist brand of "influence," unmatched in Missouri!

MR's continual objective is to help farmers, continue farming and be long-time buyers of your product.

Missouri Ruralist

IN MISSOURI . . . diversification is the key to success in farming . . . and MISSOURI RURALIST is the key to sales, with its greatest influence among the 80,000 top commercial farm families. This is important to you because when you buy MISSOURI RURALIST, you'll know your advertising will be getting the "depth of impression" and "single purpose readership" found only in the editorial and format of State Farm Papers like MISSOURI RURALIST.

State Farm Paper for Missouri
Capper Publications, Inc., Topeka, Kansas

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, New York—central air conditioning—A. V. Lowe, account executive.

Young & Rubicam, New York—room air conditioners, dishwasher and Disposall, home laundry, household refrigerator and tv receiver departments—Jerome Entis, supervisor, Robert Morenz, account executive (air conditioners); G. M. Miller, account supervisor, Jack Moorman, account executive (dishwasher and Disposall); G. M. Miller, account supervisor, Clint Wood, account executive (home laundry); Jerome Entis, account supervisor, William Brenna, account executive (household refrigerators); Clive Howard, account executive (tv receivers); Jerome Entis, account supervisor, Philip Moloney, account executive (freezers).

SWITCHGEAR AND CONTROL DIVISION

Plainville, N. Y.

MARKETING PERSONNEL

R. W. Dorsey, manager, advertising and sales promotion, circuit protective devices department

R. D. Fitzpatrick, manager, advertising and sales promotion, distribution assemblies department

ADVERTISING AGENCY

Brooke, Smith, French & Dorrance, New York—Henry Larson, account executive.

TRANSFORMER DIVISION

MARKETING PERSONNEL

D. R. Samson, manager, advertising and sales promotion, insulator department (Baltimore)

ATOMIC PRODUCTS DIVISION

Aircraft Nuclear Propulsion Department
Atomic Power Equipment Department

CHEMICAL & METALLURGICAL DIVISION

Insulating Materials Section

COMPONENT PRODUCTS DIVISION

Appliance Control Department
Appliance Motor Department
Ballast Department
Gear Motor & Transmission Components Department
General Purpose Component Motor Department
Hermetic Motor Department
Small Integral Motor Department
Special Component Motor Department
Specialty Transformer Department

DEFENSE ELECTRONICS DIVISION

Missile & Space Vehicle Department
Ordnance Department

ELECTRONIC COMPONENTS DIVISION

Cathode Ray Tube Department

FLIGHT PROPULSION DIVISION

Aircraft Accessory Turbine Department
Flight Propulsion Laboratory Department
Jet Engine Department
Production Engine Department
Small Aircraft Engine Department

INDUSTRIAL ELECTRONICS DIVISION

Industry Control Department
Instrument Department
Specialty Control Department

LAMP DIVISION

Outdoor Lighting Department

MOTOR & GENERATOR DIVISION

Direct Current Motor & Generator Department
Industrial Heating Department
Large Motor & Generator Department
Locomotive & Car Equipment Department
Small Alternating Current Motor & Generator Department
Medium Alternating Current Motor & Generator Department

SWITCHGEAR & CONTROL DIVISION

General Purpose Control Department
High Voltage Switchgear Department
Low Voltage Switchgear Department
Medium Voltage Switchgear Department

TRANSFORMER DIVISION

Capacitor Department
Distribution Transformer Department
Medium Transformer Department
Meter Department
Power Transformer Department

TURBINE DIVISION

Foundry Department
Gas Turbine Department
Large Steam Turbine—Generator Department
Medium Steam Turbine, Generator & Gear Department
Small Steam Turbine Department

The above departments are served by the advertising and sales promotion department, apparatus sales division, Schenectady, with R. B. Reid, advertising and sales promotion manager, and C. K. Emery, media planning manager.

ADVERTISING AGENCY

G. M. Basford Co., New York—A. A. MacLaren, account supervisor; D. Lamonica, account executive.

General Foods Corp.

General Foods Corp., White Plains, N. Y., is the nation's third largest advertiser, with total expenditures in 1958 reported at $96,000,000, of which $43,270,430 was in measured media. This compares with expenditures of $87,000,000 in 1957, including $41,759,576 in measured media (AA, July 27).

It is estimated that of GF's total budget, about $60,000,000 or $65,000,000 is commissionable. Production is estimated to take another $6,000,000 or $7,000,000, of which about $4,000,000 or $5,000,000 is tv commercial production.

▪ Net sales for fiscal 1959 (ended March 31) were $1,052,964,000, compared with the previous high in fiscal 1958 of $1,008,898,000. Net earnings increased 11.9% to an all-time high of $54,145,000, compared with $48,397,000 in fiscal '58.

The increase in earnings was proportionately greater than the rise in dollar sales, primarily because of a favorable change in the product mix of the company's business.

During the past year several new GF products reached the general distribution stage. These included:

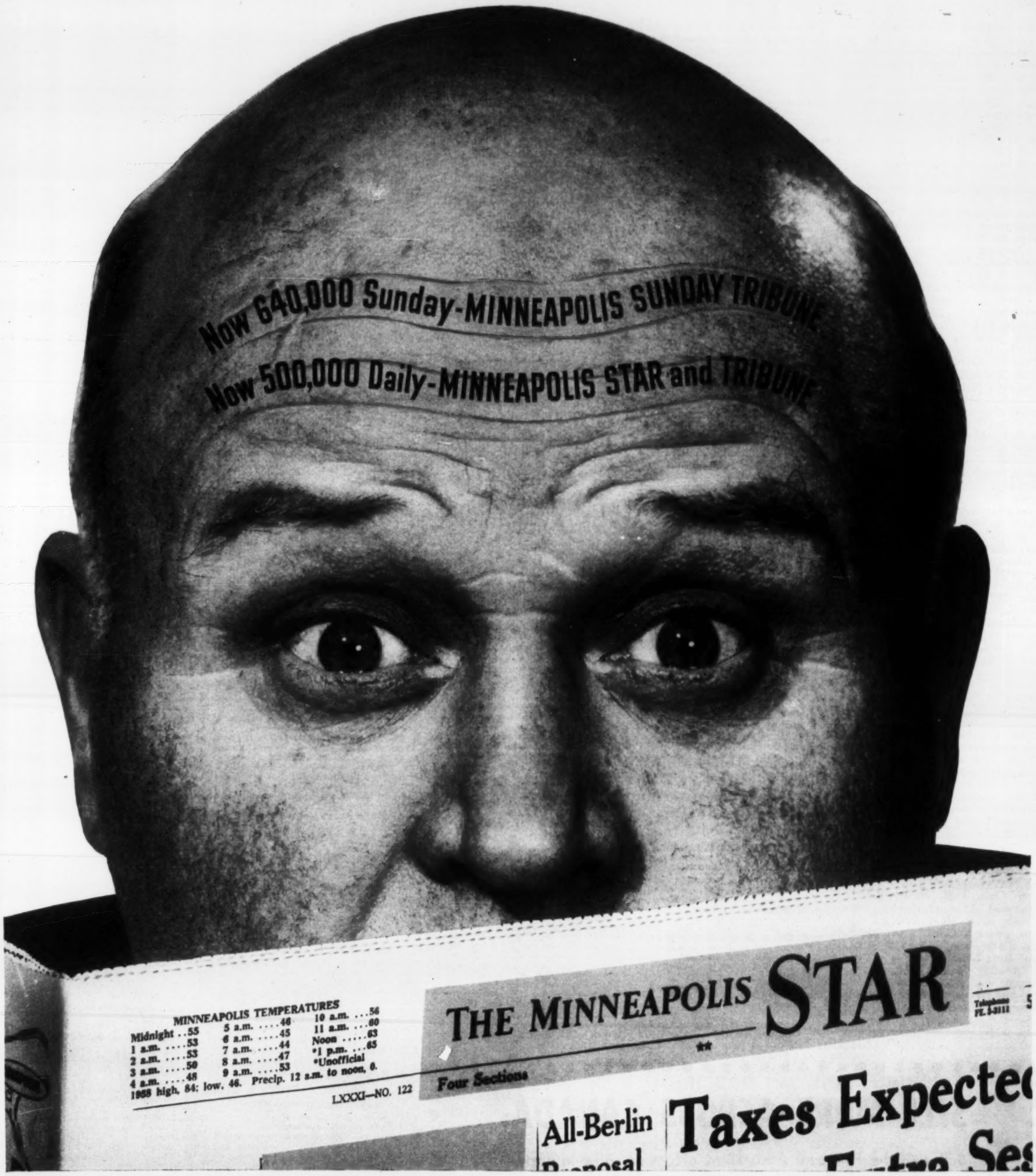
Tang, an instant beverage; Alpha-Bits, a sugar-coated, letter-shaped oat cereal; two Swans Down cake mixes—strawberry angel food and golden pound cake; Baker's caramel chips, a new ingredient for cookies and candy; Dream Whip, a low-calorie dessert topping; Cheese-Garlic, a seventh flavor of Good Seasons salad dressing mixes; eight new items in the Birds Eye frosted foods line—chicken and noodle casserole; concentrated whipped potatoes; French fried onion rings; Italian green beans; potato puffs, yellow crookneck squash; crinkle cut French fried potatoes; whole strawberries. Two soluble coffee product improvements were made—aromatized instant Maxwell House and aromatized instant Sanka; and two products were put into the test market stage: Instant Yuban, a premium brand of soluble coffee, and Gaines Prime, a premium dry food for dogs.

▪ A new customer service plan, based on a nationwide network of sales and distribution centers, was adopted by GF during the year. The new system—to extend from coast-to-coast by 1961—is designed to be mutually beneficial to GF and its customers in meeting the increasingly intense competition at all levels of the grocery industry as population continues to increase.

The heart of the new customer service plan calls for a sales and distribution center in each market GF serves, individually designed and organized for that specific market's needs. New centers have been established in Memphis, Youngstown, and Atlanta; others will be opened this year in St. Louis, Minneapolis, Wilmington, Del., and Cincinnati. Nine additional centers will be set up later.

Under this new system, GF guarantees to deliver its products to each customer on the day he wants them, and in accordance with his way of ordering, his method of handling merchandise in his warehouse and stores. This has been designed to save GF customers money, chiefly in reduced inventory levels and warehouse space.

Effective last July 15, GF's Bireley's soft-drink business was sold to Krim-Ko Corp., Chicago. Under terms of the arrangement, Krim-


Now 640,000 Sunday-MINNEAPOLIS SUNDAY TRIBUNE
Now 500,000 Daily-MINNEAPOLIS STAR and TRIBUNE
MINNEAPOLIS TEMPERATURES
Midnight ..55
1 a.m. 53
2 a.m. 53
3 a.m. 50
4 a.m. 48
5 a.m. 46
6 a.m. 45
7 a.m. 44
8 a.m. 47
9 a.m. 53
10 a.m. ...56
11 a.m. ...60
Noon 63
*1 p.m. ...65
*Unofficial
1958 high, 84; low, 46. Precip. 12 a.m. to noon, 0.
LXXXI—NO. 122
THE MINNEAPOLIS STAR
Four Sections
All-Berlin
Taxes Expecte

Circulation UP in the UPPER Midwest!

Minneapolis Star EVENING *and* **Tribune** MORNING and SUNDAY

640,000 SUNDAY · 500,000 DAILY

N. D.
MINN.
UPPER
MIDWEST
WIS.
MINNEAPOLIS
S. D.

Ko acquired the soft-drink franchise business, both domestic and export, and the dairy-supply business of the Bireley's operations, and will operate the business through a wholly-owned subsidiary. GF will retain its Bireley's operations at Itami, Japan.

■ Realignment of responsibilities for GF's business outside the U.S. was made during the year.

George D. Bryson, vp, formerly general manager of the international division, was assigned to explore opportunities for further expansion of the corporation's foreign business.

James P. Delafield, vp-sales and customer services, succeeded Mr. Bryson as general manager of the international division.

With the completion, during the past year, of a new plant in Sao Paulo, Brazil, a number of products, including some GF markets in the U.S., will be tested in the Brazilian market.

In England, construction of new research facilities at Alfred Bird & Sons Ltd., Birmingham, are nearing completion.

■ For the first time in GF's history, a woman was elected a vp of the corporation. Ellen-Ann Dunham, director of General Foods Kitchens since 1947, and affiliated with the corporation's consumer service activities since 1932, was made vp-General Foods Kitchens.

In addition, Albert L. Cuff, who has been general counsel since 1956, Charles A. Kolb, director of trade relations, and Leon A. Miller, president of the Canadian subsidiary, General Foods Ltd., were elected vps of the corporation.

Charles G. Mortimer, GF's president, in announcing the fact that GF spent $96,000,000 for advertising in fiscal 1959, at the annual stockholders meeting July 22, emphasized that "while television, magazine and newspaper advertising costs are substantial, a good portion of the $96,000,000 goes for other important ways in which we communicate with consumers. These," he said, "include radio and poster advertising, the cost of display material for use in retail stores, package premiums, prize contests, coupons, and the various consumer deal promotions" (AA, July 27).

■ A number of agency account changes were made by GF during the past year.

In June, 1958, Alfred Bird & Sons Ltd., England, moved Bird's instant whip, Monk & Glass custard powder, Garni sauce mixes and Certo from Young & Rubicam Ltd., London, to Foote, Cone & Belding Ltd., London. The change was made to have available the services of more than one advertising agency for Alfred Bird & Sons.

In July, '58, the international division moved its advertising in Thailand from Markland Advertising Ltd., Singapore, to Groarke & Co. Ltd., Bangkok.

Also in July, '58, advertising of S.O.S. scouring pads and Tuffy, products of the S.O.S. division, was moved from McCann-Erickson to Foote, Cone & Belding, Chicago.

■ Last November, GF appointed Ogilvy, Benson & Mather to handle its Maxwell House vacuum-packed coffee account, which was formerly with Benton & Bowles (AA, Nov. 10). The latter retained Maxwell House instant coffee and was given increased responsibilities in development of new coffee products.

Effective Jan. 1 last Young & Rubicam turned over to Foote, Cone & Belding Calumet baking powder, D-Zerta, Minute potatoes, and the Walter Baker chocolate products.

Also, General Foods Ltd., Toronto, picked McKim Advertising Ltd. as the third member of its team of Canadian agencies (AA, Dec. 29). McKim was assigned regular Maxwell House coffee; Baker's Premium chocolate; Baker's Dot chocolate; Baker's chocolate chips, and Baker's Jiffy; Instant Sanka; Instant Postum; Certo and Certo crystals.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$14,193,039	$ 7,917,380
Magazines	5,681,282	7,511,243
Farm Publications	156,989	215,471
Business Publications	279,400	227,200
Network Television	20,773,118	16,156,601
Spot Television	1,020,780	8,447,900
Spot Radio	550,000	*
Outdoor	655,822	1,283,781
Total Measured	43,270,430	41,759,576
Total Unmeasured	52,729,570	45,240,424
Estimated Total Expenditure	96,000,000	87,000,000

*Spot radio not measured in 1957.

MARKETING PERSONNEL

R. H. Bennett, vp-marketing
C. A. Kolb, vp-trade services
R. C. Eldridge, ass't director, trade services
E. W. Ebel, vp-advertising
G. S. Brady, director, marketing and advertising research
H. A. Dingwall, director, broadcast programming
B. R. Panettiere, director, research services
A. O. Knowlton, director, media coordination
F. J. Harvey, manager, advertising controls

BIRDS EYE DIVISION

MARKETING PERSONNEL

F. J. Otterbein, vp and general manager
J. D. North, ass't. gen. mgr., marketing
R. H. Davidson, advertising and merchandising manager
J. J. Flanigan, marketing services manager
John F. Curran, sales promotion manager
R. E. Garside, national sales manager
Howard F. Lochrie, product group manager, fruits, vegetables and potato products group
Harry A. Trimm, product group manager, prepared foods products
W. G. Mundy, product manager, dinners and main dishes
H. P. Maeder, product manager, meat pies
J. C. Calhoun, product manager, fish products
R. I. Carver, market and development manager
H. S. Madsen, product manager, frozen concentrate products
J. C. Harkins, sales manager, institutional and bulk

ADVERTISING AGENCY

Young & Rubicam, New York—all Birds Eye frosted foods and concentrates; all fisheries products; Jack & Jill cat food—Michael Parent, account supervisor; Jack Bishop, account executive, fruits, vegetables, potatoes; Walter Silbersack, account executive, all other products.

ELECTRICOOKER DIVISION

New York

MARKETING PERSONNEL

Paul W. Shepherd, general manager
H. J. Lynch, sales manager

ADVERTISING AGENCY

Young & Rubicam, New York—Kernel-Fresh nuts—Michael Parent, account supervisor.

GENERAL FOODS KITCHENS

White Plains

MARKETING PERSONNEL

W. P. Brown, sales and advertising manager
T. H. Lynch, ass't. to sales manager

ADVERTISING AGENCY

Young & Rubicam, New York—Don McNeil, account supervisor, Owen Burns and Roscoe Sturges, account executives.

GENERAL FOODS LTD.

Toronto

MARKETING PERSONNEL

L. A. Miller, president & general manager
R. R. McIntosh, vp & asst. general manager
C. J. Egli, vp-sales
F. L. Wood, director, advertising & sales promotion
W. Inch, product group manager
S. D. Rose, product manager, Instant Maxwell House & Instant Sanka
R. S. Hurlbut, product manager, regular Maxwell House, Sanka, Gaines & Baker's coconut
A. Scorgie, product manager, Kool-Aid, Kool-Shake, Good Seasons, Swans Down, Calumet
H. W. Pykala, product manager, Premium chocolate, Baker's cocoa, Dot chocolate, chocolate chips, Jiffy, Certo & Certo Crystals, Instant Postum
A. Z. Pengelly, product group manager
H. C. Gibson, product manager, Grape-Nuts, Bran Flakes, Grape-Nuts Flakes, Sugar Crisp
J. H. Owen, product manager, Minute Rice, Minit Tapioca, La France Satina
R. B. Rhodes, product manager, Jell-O, Jell-O lemon pie filling, Jell-O chiffon pie filling
B. C. Wylie, product manager, Jell-O pudding & pie filling, Jell-O instant puddings, Minute gelatine, Bird's custard, D-Zerta

ADVERTISING AGENCIES

Baker Advertising Agency Ltd., Toronto, Canada—Instant Maxwell House, regular Sanka, Baker's coconut, Calumet Baking Powder, Minit Tapioca, La France, Satina, Jell-O gelatin, lemon pie filling, chiffon pie filling, pudding & pie fillings, instant puddings, Minute gelatine, Bird's custard, D-Zerta—W. R. Baker, senior account executive, and John McEachern, account supervisor.

McConnell, Eastman & Co. Ltd., Toronto, Canada—Gaines dog foods (dry & canned), Kool-Aid, Kool-Shake, Good Seasons dressings, Swans Down Cake flour, Grape-Nuts, Bran Flakes, Grape-Nuts Flakes, Sugar Crisp, Minute Rice—C. W. Duncan, account supervisor.

McKim Advertising Ltd., Toronto, Canada—Regular Maxwell House, Instant Sanka, Instant Postum, Premium chocolate, Dot chocolate, chocolate chips, Baker's cocoa, Jiffy, Certo, Certo Crystals—H. D. Roach & J. C. Balson, account supervisors.

GOURMET FOODS OPERATION

White Plains

MARKETING PERSONNEL

J. B. Starke, manager
J. T. Webber, national sales manager
W. A. Todd, sales promotion manager

ADVERTISING AGENCY

Young & Rubicam, New York—all Gourmet foods—Joseph Wilkerson, account supervisor; James Benedict, account executive.

INSTITUTIONAL PRODUCTS DIVISION

MARKETING PERSONNEL

Russell Kramer, general manager
J. P. Kelley, market planning manager
J. J. Gannon, national sales manager
W. F. Volckmann, promotion supervisor
C. J. Herkert Jr., marketing analysis manager
D. J. Hopwood, promotion and advertising manager
Robert J. Selton, new products manager

ADVERTISING AGENCY

Benton & Bowles, New York—all institutional packs—Robert Harris, account supervisor.

INTERNATIONAL DIVISION

MARKETING PERSONNEL

James P. Delafield, vp and general manager
G. D. Bryson, vp, planning international development
P. H. Skala, sales and advertising manager
R. P. Collier, commercial export manager
R. L. Grosjean, director export department
J. D. Mills, sales and advertising manager—Brazil & Peru
R. D. Buchanan, military export manager
W. I. McGirr, sales and advertising manager, Middle East, Hawaii & Alaska

ADVERTISING AGENCIES

Foote, Cone & Belding Ltd., London—Bird's Instant Whip, Monk & Glass custard powder, Garni sauce mixes, Certo. (Names of account men not available.)

Grant Advertising Inc., New York—Philippine Islands, J. B. Lasley, Manila.

Groarke & Co., Bangkok, Thailand—For Thailand and Hong Kong.

Gunther & Back, Stockholm—For Sweden.

McCann-Erickson, New York—For Brazil and Peru. A. M. Sarmento, Rio de Janeiro; Robert Protzel, Lima.

Marklin Advertising Ltd., Singapore, Malaya—For Singapore.

Young & Rubicam International, New York—For Latin America (except Brazil and Peru); United Kingdom, Germany, The Netherlands, Hawaii, South Africa, and for all publications circulated to the U. S. Armed Forces overseas. H. H. Enders, vp and director, New York; James B. Stanton, Mexico City; John Zerbe, San Juan, P. R.; Jorge G. Cardoze, Caracas, Venezuela; A. O. Buckingham, London; John S. Nussbaum, Frankfort.

ALFRED BIRD & SONS LTD.

Birmingham, England

MARKETING PERSONNEL

T. M. Smith, managing director
C. J. Cross Brown, marketing director
S. G. Cameron, product group manager
A. G. Smith, product group manager

ADVERTISING AGENCIES

Foote, Cone & Belding Ltd., London—Bird's Instant Whip, Monk & Glass custard powder, Bird's jelly-de-luxe, Garni sauce mixes, Certo, and Bird's Blancmange powder.

Young & Rubicam International, London—Maxwell House Instant and regular coffees, Instant Postum, Bird's Spongie, Grape-Nuts, Bird's Raising agents—A. O. Buckingham, account supervisor.

GENERAL FOODS G.m.b.H.

Hamburg, Germany

MARKETING PERSONNEL

C. D. Lowell, general manager
G. Ruppel, product manager
R. Hofmann, new products development manager

ADVERTISING AGENCY

Young & Rubicam International, Frankfurt—Jell-O puddings, Maxwell Express Kaffee, new products—John S. Nussbaum, account supervisor.

LA INDIA, C. A.

Caracas, Venezuela

MARKETING PERSONNEL

E. B. Arnold, general manager
E. W. Ballam, marketing manager

JELL-O DIVISION

White Plains

MARKETING PERSONNEL

H. M. Cleaves, vp and general manager
G. R. Plass, marketing manager
J. J. Darling, advertising & merchandising manager
Arthur S. Pearson, market research manager
Wm. F. Gilroy, organization development manager
R. C. Littauer, product manager, Jell-O puddings & pie fillings
G. H. Blake, product manager, Minute Rice
D. B. Burke, new product development
W. P. Dunham, product group manager
R. E. Jones, product manager, Minute Tapioca and Calumet
R. E. Haynes, product manager, Swans Down cake flour and angel food mixes
P. C. Ward, product manager, Swans Down cake mixes
S. K. Ellis Jr., product group manager
F. A. Baxter, product manager, coconut, La France & Satina
D. P. Jaicks, product manager, D-Zerta products and Dream Whip
G. G. Exo, product group manager
J. B. Dillingham, product manager, Minute mashed potatoes
F. I. Mullin, product manager, Walter Baker chocolate products

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Calumet baking powder, D-Zerta gelatin & pudding, Minute Potatoes, Baker's cocoa, Baker's Instant, Baker's Chocolate chips, Baker's Dot chocolate, Baker's Farmington chocolate, Baker's German chocolate, Baker's Premium No. 1 chocolate, Baker's bulk chocolate—Arthur W. Schultz, account supervisor.

Young & Rubicam, New York—Jell-O gelatin, instant pudding, pudding & pie filling, tapioca pudding, chiffon pie filling, Baker's coconut. Log Cabin syrup, Maple-Del syrup, Wigwam syrup, La France bluing, Satina, Certo, Sure-Jell, Minute Rice, Minute Tapioca, Dream Whip, Swans Down cake flour, cake mixes & bulk flour—Lu Weil, account supervisor.

MAXWELL HOUSE DIVISION

Hoboken, N. J.

MARKETING PERSONNEL

C. W. Cook, vp and general manager
A. E. Larkin Jr., marketing manager
T. S. Thompson, advertising & merchandising manager
P. E. McGowan, national sales manager
B. E. Caldwell, manager of marketing research
W. E. Cohan, product manager, Maxwell House, Yuban & Bliss coffees
M. C. Baker, product group manager, Instant Maxwell House
J. W. Andrews, product manager, Sanka and Instant Sanka
V. A. Bonomo, product manager, Yuban coffee

ADVERTISING AGENCIES

Benton & Bowles, New York—Instant Maxwell House & Yuban regular & instant—William Hesse, management supervisor, all GF accounts, Theodore C. Levenson, account executive.

Ogilvy, Benson & Mather, New York—Regular Maxwell House & Bliss coffees—William E. Phillips, account executive.

Young & Rubicam, New York—Sanka coffee, regular & instant—Don McNeil, account supervisor.

PERKINS DIVISION

Chicago

MARKETING PERSONNEL

Edmund F. Fitzmaurice, general manager
Robert H. Dills, national sales manager
J. H. Giroux, advertising manager
J. S. Welles, product manager, Good Seasons salad dressing mixes
S. M. Barker, product manager, new products

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—Kool-Aid, Good Seasons salad dressings, Kool-Shake—Arthur W. Schultz, account supervisor.

POST DIVISION

Battle Creek, Mich.

MARKETING PERSONNEL

G. M. Laimbeer, vp & general manager
H. R. Bloomquist, marketing manager
H. W. Little, market planning-research manager
G. Zehder, product planning manager
T. B. McCune, consumer research manager
W. R. Booth, national sales manager
L. J. Pegram, manager, Gaines professional sales
R. P. Campbell, advertising manager
F. K. Smart, group advertising manager, cereals
W. L. Jackson, promotion planning manager
R. G. Secrist, product manager, cereals
W. P. Casey, group advertising manager, Gaines & beverages
G. R. Mohler, product manager, beverages
J. R. Farris, product manager, Gaines professional services
R. J. Hoffman, product manager, Prime & Tray-Pack

ADVERTISING AGENCIES

Benton & Bowles, New York—All Post cereals, Jersey & private label cereals, Gaines dog foods, dry & canned—William Hesse, management supervisor all GF accounts; Quinton McDonald, account supervisor, Gaines; John A. Thomas, account supervisor, cereals.

Young & Rubicam, New York—Tang and Instant Postum—Ray Jones, account supervisor, Tang; James Benedict, account executive, Postum.

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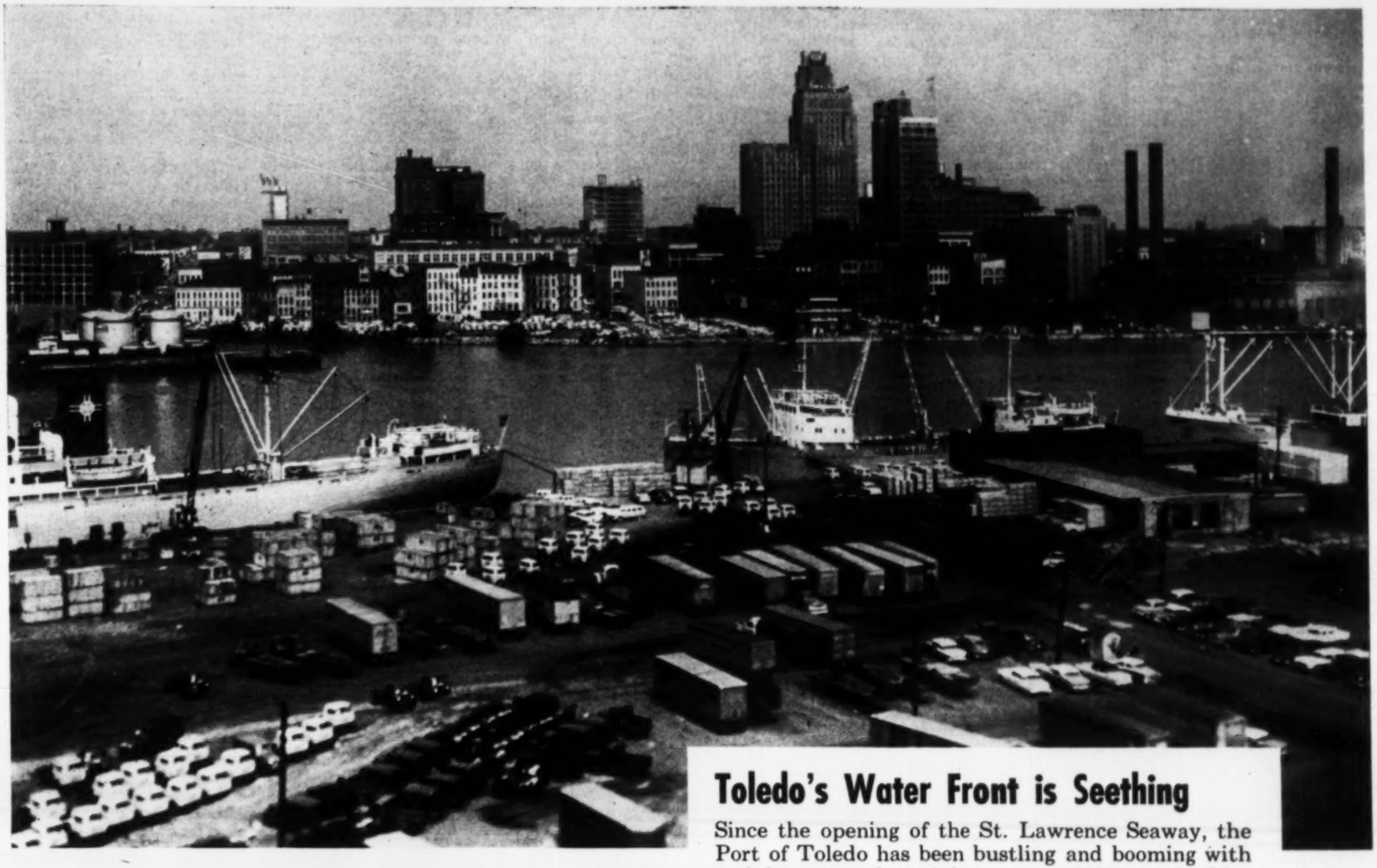
A MACLEAN-HUNTER PUBLICATION

TOLEDO—City on the Move



Toledo's Water Front is Seething

Since the opening of the St. Lawrence Seaway, the Port of Toledo has been bustling and booming with activity: general cargo imports up 500%; grain shipments tripled; new liquid storage facilities completed; new general cargo terminal scheduled for completion this year; 7 million dollar coal loader, fastest and largest in the world, in operation; estimated $15 million to be spent for additional grain handling facilities. Keep your eye on Toledo, city on the move.

Toledo's Down Town Mall Excites Nation

Four blocks of cold hard pavement have been converted into four blocks of trees, flowers, a pond for penguins, benches, a play area for children, and many other attractions. Toledo merchants and citizens are unanimous in their enthusiasm. Much of the nation's press has reported it. Officials and representatives from dozens of cities in the U. S. and Canada have visited it. Requests for information continue to flow in. Keep your eye on Toledo, city on the move.

Toledo a Great and Growing Market

With a trading area population of over one million and net effective buying income of over $2 billion, Toledo offers and will continue increasingly to offer national advertisers a market place of unusual opportunity. Fortunately the Toledo Blade and Times provide an intensive family coverage of their market that is matched by few newspapers in the nation.

TOLEDO BLADE / **TOLEDO TIMES**

Daily and Sunday *Morning*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

S.O.S. DIVISION
Chicago

MARKETING PERSONNEL

Charles E. Jolitz, general manager
R. F. Murphy, marketing manager
G. W. Kephardt, national sales manager
E. S. Lang, sales manager, cleanser products
T. H. Land, marketing research manager
W. A. Fitzgerald, product manager S.O.S.
E. S. Lang, product manager, Tuffy
A. D. Barrett, new products manager

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—S.O.S. and Tuffy—Arthur W. Schultz, account supervisor, John F. Bresnehan, account executive.

General Mills Inc.

General Mills Inc., Minneapolis, was the 15th largest U.S. advertiser in 1958, with a total expenditure of $33,206,000 reported by the company, of which $28,861,722 was in measured media. This was a 30% increase over the $25,548,000 the company spent in 1957, including $20,757,565 in measured media.

Sales for the 1958-1959 fiscal year, ending May 31, were $545,998,000, topping record sales of $529,820,000 in the previous fiscal year. Earnings were $16,817,000, or $6.77 a common share, compared with earnings of $14,694,000, or $5.94 per common share the previous fiscal year.

■ The largest increase in General Mills' measured media budget, helping to account for the healthy over-all boost, was in spot television. The giant flour miller's investment in this medium vaulted from $901,190 in 1957 to $2,986,970 in 1958, a 231% increase. General Mills also had a healthy boost in its newspaper spending from $2,910,816 in 1957 to $5,679,067 in 1958, a 95% increase. Network television increased 25%, from $8,605,872 in 1957 to $10,790,118 in 1958. Other increases: Outdoor, from $42,122 in 1957 to $63,856, a 51.5% increase; magazines, from $7,434,703 in 1957 to $8,113,020 in 1958, a 9% increase.

General Mills decreased its spending in farm publications 42%, from $581,962 in 1957 to $336,491 in 1958. Business publication spending was reduced 13.7% from $280,900 in 1957 to $242,200 in 1958.

General Mills is making its first foreign venture in consumer foods in England this year. Thomas Humphrey, advertising manager for Betty Crocker mixes, has been named to handle this venture as managing director of Latham Foods Ltd., Brombrough, Cheshire, a small cake mix and corn flake manufacturer recently purchased by the company. Mr. Humphrey is succeeded by D. F. Swanson as Betty Crocker mixes' ad manager.

■ General Mills, a marketer perpetually on its toes, was active again during 1958 and 1959 introducing new products.

Last December, the company introduced Betty Crocker pudding cake. Early in 1959, it introduced Surechamp dog meal on the West Coast and expanded distribution of its dog meal and chunks east of the Rockies.

Betty Crocker cake roll mix was introduced in "selected areas" in the East and Midwest early in 1959.

During May, June and July, two new frosting mixes were introduced—Betty Crocker Creamy White frosting mix and caramel fudge frosting mix.

Betty Crocker refrigerated Quick bread sticks were introduced in June and Betty Crocker pizza mix was being tested in several markets, including Chicago, in the early spring.

Hot Toasted 40% Bran is being tested in the West.

■ General Mills had only one account switch in the past year. Three cereals were switched to Dancer-Fitzgerald-Sample from Tatham-Laird—Korn Kix, Trix and Sugar Jets. The move is effective Sept. 1. Tatham-Laird retains General Mills' pet foods and Betty Crocker muffin mixes.

General Mills' advertising activity included lots of tie-ins with other advertisers. Some examples:

The company tied in with Pontiac in a deal whereby Pontiac advertising appeared on 55,000,000 General Mills cereal boxes starting in June. Some 32 cars were offered as prizes in a series of contests.

General Mills and Sunkist cosponsored a contest, starting in April, to name a lemon pie. The winner gets $25 a week for life.

The company continued its annual tie-in with Diamond Walnut Growers Inc. in March. Featured were Betty Crocker brownie mix and Diamond walnuts.

A merchandising tie-in with the Cling Peach Advisory Board was run during January and February built around a recipe for peach topsy-turvy cake.

A "You buy the biscuits, we'll buy the pineapple" promotion was launched in connection with Hawaiian Pineapple Co.

The company moved some of its products, previously distributed regionally, into national distribution. These were Betty Crocker Boston cream pie mix, buttermilk pancake mix, Wheathearts, Protein Plus, instant mashed potatoes, Cocoa Puffs and Hi-Pro.

The pre-sweetened breakfast cereal, Caramel Puffs, has been taken into regional markets.

■ General Mills planned construction this fall of a new multi-million dollar food research center in a Minneapolis suburb.

General Mills consumer activities—handled chiefly through its grocery products division and its refrigerated foods division—do not represent all the company's business by any means. The company is one of the nation's largest suppliers of flour to the baking industry.

Through its feed division it services farmers. The oil seeds division produces an increasing amount of specialty products, such as ReleasaGen, a compound used in plastic molding, and Epoxygen, an expoxidized soybean oil used as a plasticizer and stabilizer for polyvinyl chloride resins.

■ The special commodities division produces MVM concentrate, a multi-vitamin-mineral product used in fortifying milk and guar gum products used in the paper industry, wheat starches and glutens, among other products.

The mechanical division works in electronics and mechanics, largely under government contracts, allying the company with the new space age.

The chemical division sells specialty organic chemicals used commercially to extract uranium, vanadium and other exotic metals, in formulating cosmetics and shampoos, as raw materials for fungicides and bactericides, in petroleum production and the manufacture of synthetic rubber and other polymers.

■ Protex, S.A., a small, wholly-owned subsidiary with a plant near Mexico City, produces steroid intermediates from barbasco root, an important element in current pharmaceuticals research.

The company owns a 60% interest in Habib-General Ltd., Karachi, Pakistan, which produces and sells guar gums on the world market.

During the year, General Mills and Savage & Parsons Ltd. jointly formed Nuclear Equipment Ltd., Watford, England, to engineer, make and sell remotely controlled handling equipment, mainly for use in the field of nuclear energy. Its prime market will be in countries of the British Commonwealth and in western Europe.

The company has also formed a Central American subsidiary to supervise the milling and marketing of Gold Medal flour in Guatemala.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 5,679,067	$ 2,910,816
Magazines	8,113,020	7,434,703
Farm Publications	336,491	581,962
Business Publications	242,200	280,900
Network Television	10,790,118	8,605,872
Spot Television	2,986,970	901,190
Outdoor	63,856	42,122
Spot Radio	650,000	—
Total Measured	28,861,722	20,757,565
Total Unmeasured	4,344,278	4,790,435
Expenditure	$33,206,000	$25,548,000

MARKETING PERSONNEL

Sales

E. H. Anderson, vp and director of marketing, grocery products division
J. M. Coleman, sales manager, grocery products division
R. W. Stacy, national sales manager, refrigerated foods division
W. A. Lohman Jr., vp and director of sales, flour division
H. B. Herron, director of sales, feed division
H. T. Von Oehsen, manager of sales, chemical division
F. H. Hafner, director of soybean oil meal sales, oilseeds division
W. E. Flumerfelt, director of soybean oil sales, oilseeds division
G. W. Ryan, general manager, General Mills (Canada) Ltd.
F. M. Pugh, sales manager, special commodities division

Advertising

J. S. Fish, vp and director of advertising
C. S. Samuelson, assistant director of advertising
J. J. Moran, marketing manager, Betty Crocker mixes
D. F. Swanson, advertising manager, Betty Crocker mixes
J. F. Mathes, marketing manager, baking mixes and refrigerated foods
W. R. Kost, advertising manager, baking mixes
L. H. Crites, marketing manager, cereals
C. W. Plattes, advertising manager, cereals
E. H. Kees, marketing manager, flour
K. E. Steele, advertising manager, flour
I. H. Sugarman, marketing manager, O-Cel-O sponge products
H. H. Barton, advertising manager, O-Cel-O sponge products
O. M. Young, advertising manager, Sperry operations
Hugh Anderson, advertising manager, General Mills (Canada) Ltd.
G. V. Boden, product manager, refrigerated foods division
W. W. Woodward, advertising manager, feed division
Lloyd Pearson, advertising manager, mechanical division
J. E. Ratner, director of creative and marketing services
J. H. Weaver, manager, advertising services
Mary Kay Ward, advertising traffic coordinator
G. D. Morrison, print media manager
M. A. Souers, broadcast media manager
A. W. Hanson, manager, industrial and commodity advertising
J. L. Brooks, advertising supervisor, flour, special commodities & institutional products divisions
A. W. Wilbor, manager, promotional services and special enterprises
W. L. Nelson, supervisor, premium development and procurement
Helen Hallbert, director, home service department

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Betty Crocker cake mixes, cream puff mix, frosting mixes, meringue mix, cookies mixes, Boston cream pie, pudding mixes, chocolate cake roll mix, answer cake, Cake 'n Frosting mix, pie crust mix, Softasilk cake flour—E. A. Cashin, account management; Mortimer Berkowitz Jr., account supervisor; George Brown, D. O. Fuller, Donald A. Porter, T. E. Harder (all New York), and William Gallup (Minneapolis), account executives.

Dancer-Fitzgerald-Sample, New York—Gold Medal flour, Hi Pro, Cheerios, Cocoa Puffs, Kix, Trix, Jets, Betty Crocker pancake mix, Caramel Puffs, O-Cel-O sponges—G. H. Johnson, account management; G. H. Johnson, account supervisor; W. W. Biggers, S. B. Upson and J. H. Holmes, R. M. Whidden, account executives.

Dancer-Fitzgerald-Sample of San Francisco—Sperry Wheathearts, Drifted Snow flour, LaPina flour—L. D. Dunham and Vernon H. Norris, account executives.

Tatham-Laird, Chicago—Betty Crocker muffin mixes, Surechamp dog foods and other pet foods—A. E. Tatham, account management; C. R. Standen, account supervisor; K. N. Westrate, A. D. Watson, account executives.

Knox Reeves, Minneapolis—Wheaties, Protein Plus, Wheathearts (eastern region), Red Band flour; refrigerated pizza and breadsticks; Bisquick & Puffin refrigerated biscuits, Bisquick, Betty Crocker instant mashed potatoes, chemical division, Pick-A-Pack, special commodities division, Sno-Flok, flour division, oilseeds division, institutional products division, mechanical division—E. E. Sylvestre, Wayne Hunt, R. W. Stafford, account management; R. H. Burbank, J. H. Sarles, J. R. Rahders, H. W. Wilson, account supervisors; George McGinness, Wendel Easting, Curt Melby, T. Kilbride, Barry Pritchard, Mat Alderman, account executives.

Klau-Van Pietersom-Dunlap, Milwaukee—feed division (Larro feeds)—Lyle Abbott, account supervisor; John Finley, account executive.

E. W. Reynolds, Toronto—Canadian products—C. W. Reynolds, account supervisor; G. S. Anderson, R. G. Platt, R. Robertson, account executives.

General Motors Corp.

General Motors Corp., the largest U.S. corporation, is also the largest advertiser, with 1958 expenditures estimated at $137,500,000, of which $97,886,506 was in measured media.

In 1957, total ad expenditures were about $144,526,000, with $104,225,140 of that going into measured media. This is the third consecutive year in which GM has cut its ad budget. In 1956 the total was $162,500,000, a drop from the $170,000,000 spent in 1955.

(Frederic G. Donner, board chairman of GM, said the company's worldwide advertising expenses totaled $182,000,000 last year. ADVERTISING AGE estimates are for U.S. expenditures only. In addition, costs of certain public relations and sales functions, not figured in the AA estimate, are believed to be included in Mr. Donner's figure.)

■ The larger part of the GM ad budget is spent on its five auto lines, and car sales have dropped from a high of 3,977,000 units in 1955 to 2,179,000 last year. Sales in '58 were 13% less than in '57, which was smaller than the overall industry drop of 29% last year.

General Motors' share of the U.S. auto market last year increased to 46.3% from 45% in 1957.

U.S. auto production is up this year, with sales estimates running about 6,200,000 units, about 2,000,000 more than last year. As a result, GM's advertising budget should show a healthy increase this year. In addition, GM will add a sixth car to its stable—the smaller Corvair, from the Chevrolet division—some time this fall, further increasing the ad expenditures.

■ The following table shows how auto sales and advertising are closely allied. The ad expenditure is not a total figure, representing only time and space costs for newspapers, magazines, farm publications, network television, spot television and outdoor:

	1958	1957
Chevrolet		
Unit sales	1,263,690	1,519,340
Ad Expenditure	$34,600,000	$36,459,000
Buick		
Unit sales	258,394	407,546
Ad expenditure	$10,322,000	$14,736,000
Oldsmobile		
Unit sales	310,909	390,305
Ad expenditure	$11,289,000	$12,187,000
Pontiac		
Unit sales	220,767	341,875
Ad expenditure	$ 6,930,000	$10,498,000
Cadillac		
Unit sales	126,087	152,660
Ad expenditure	$ 5,811,000	$ 6,930,000

■ Dollar sales for the entire corporation in 1958 totaled $9,066,570,000, which was 13% less than the $10,429,917,000 for 1957. Net income last year was $633,628,000, down 25% from $843,592,000 the year previous.

In addition to sales of 2,179,847 U.S.-made cars last year, GM reported the sale of 346,398 trucks and coaches (down from 425,452 units in '57). The company sold 186,625 cars and trucks made in Canada, a 3% increase over the year before.

Overseas, sales of cars and trucks made in foreign plants totaled 597,623 units, a new high and 28% above the record set in 1957. Included were 110,626 Holdens (Australia), 312,873 Opels (Germany) and 174,124 Vauxhalls (England).

■ During the first half of 1959, net sales were $6,512,000,000, up from $5,121,000,000 for the first half of 1958. Net income for the half was $590,000,000, 76.6% above the $334,000,000 for the comparable period last year. During the half, sales of U. S. cars and trucks rose 30% over the first six months of 1958 (to 1,840,142 units), and worldwide vehicle production at GM advanced to 2,309,711 units, compared with 1,836,890 last year.

Sales of GM non-automotive products in the U. S. in 1958 were below levels achieved in 1957. The Frigidaire division reportedly

Allegan
Van Buren
BENTON HARBOR
ST. JOSEPH
Berrien
Cass

DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:

POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc.
and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

suffered a 10% sales drop. Frigidaire appliances generally gain about 20% of the market, running second to General Electric.

▪ General Motors Corp. lists 44 divisions in its organization. In addition to taking about half the auto market each year, it is the biggest single factor in diesel engine production. Its Electro-Motive division accounts for the majority of all railroad locomotive sales. It also sells more buses than any other manufacturer, and handles more than a fourth of the automotive parts business.

Advertising done by the giant corporation is administered three ways: through each division by its advertising manager or assistant sales manager; through the vp in charge of public relations (Anthony G. De Lorenzo) for institutional advertising, and through Howard E. Crawford, director of the corporate sales section, for shows, exhibits and other sales promotional activities.

Henry C. Botsford, assistant director of advertising under Mr. Crawford, oversees divisional advertising for the distribution staff.

▪ GM got new top officers last year. Frederic G. Donner was named board chairman, replacing Albert Bradley, and John F. Gordon was named president, succeeding Harlow H. Curtice. Messrs. Bradley and Curtice retired last Sept. 1, but remained as members of the board and of the finance committee.

▪ A shift in corporate structure made the board chairman the chief executive officer of the corporation and a fulltime GM employe. The president, formerly chief executive officer, is now chief operating officer. The finance and executive committees were designated as principal governing committees.

Late in 1958 GM established a retail sales manpower development program to provide basic techniques of creative selling for GM dealers and salesmen.

▪ The company established its first truck manufacturing unit in Latin America early this year with the completion of facilities at Sao Jose dos Campos, Brazil.

This summer, General Motors confirmed that it would market a U.S.-made small car, the Corvair, with the engine in the rear. It will be sold by Chevrolet dealers. Campbell-Ewald, the Chevy agency, will also handle Corvair advertising. Pontiac dealers sell GM's English-made Vauxhall, and Buick dealers market the Opel, made by GM in Germany.

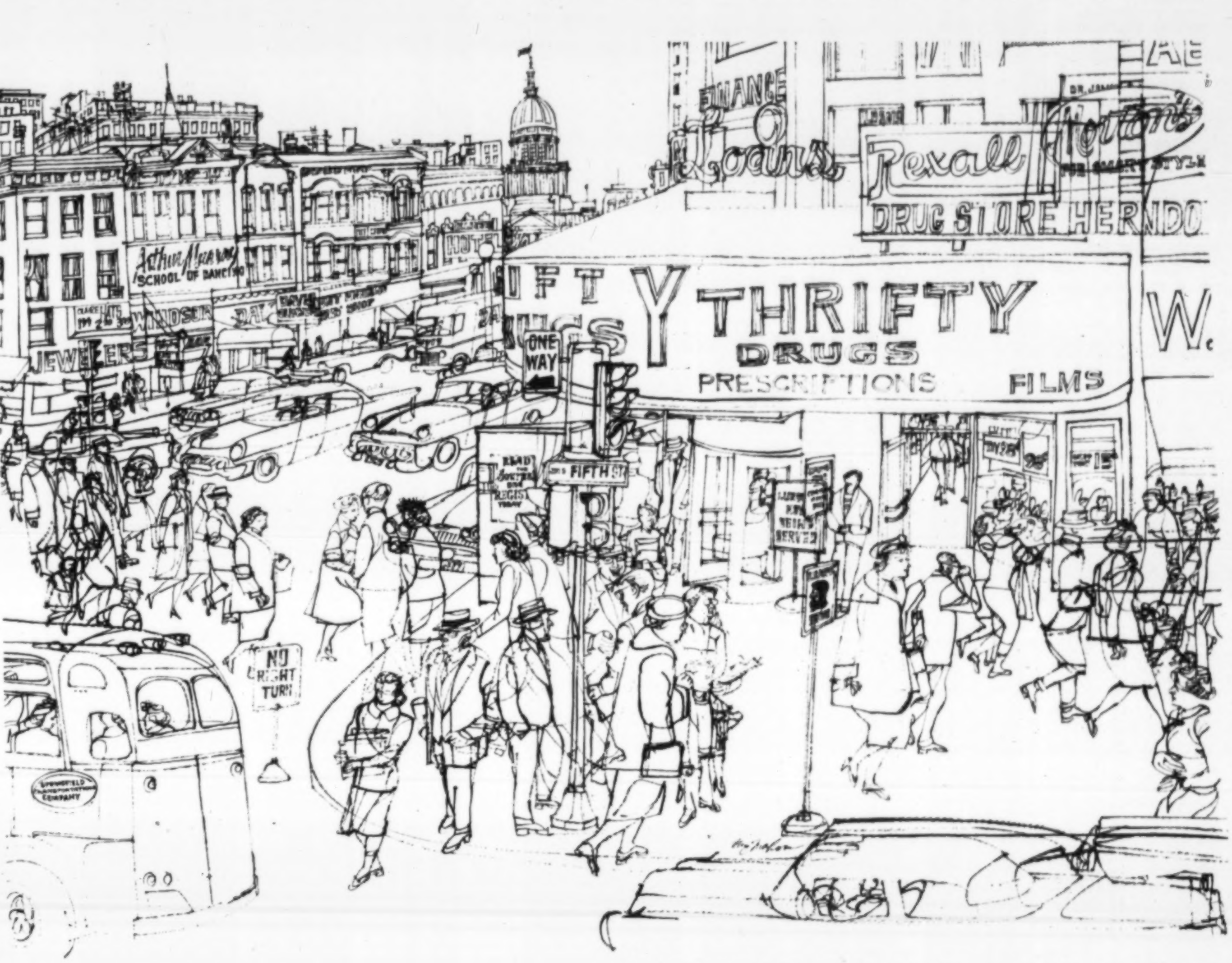
▪ In personnel changes, L. C. Dorn was promoted to assistant advertising manager at Chevrolet, succeeding Jack Izard, who became manager of Chevrolet operations in Peoria, Ill. L. H. Averill was named assistant general sales manager (western) at the Chevy division.

J. P. Schaupner was named merchandising manager at Cadillac, succeeding W. T. LaRue, who moved up to assistant general sales manager.

At Buick, Edward D. Rollert, formerly general manager of the Harrison Radiator division, succeeded Edward T. Ragsdale as general manager. Mr. Ragsdale, with Buick 36 years, was a central figure in one of the big advertising stories of 1958, when Buick dropped the Kudner agency and took on McCann-Erickson.

▪ Gerald M. Millar was named to the new post of advertising manager at Buick last year. He was a vp and account executive at Brooke, Smith, French & Dorrance, Detroit. Others named in the reorganization were Henry A. Clark, sales promotion manager; Vincent D. Valek, assistant advertising manager; Ross W. Crawley, sales training manager, and John J. Kostka, exhibits and display manager.

John F. Malone was appointed advertising manager of the Pontiac division, succeeding W. E. Schoon, and B. A. Kissam, formerly assistant general sales manager, joined GM's overseas operations division as vehicle sales staff manager. E. R. Pettengill



DOWNTOWN SPRINGFIELD—Drawing by Franklin McMahon, noted Illinois artist

SPRINGFIELD | CAPITAL MARKET OF ILLINOIS

Springfield is a big, bustling, buying market—capital of Illinois and economic capital of 11 prosperous counties in the heart of the state.

Agriculture, diversified industry, and government payrolls give the market exceptional strength, stability, and balance—factors which make Springfield ideal for product tests.

Ideal media for market tests are Springfield's two historic newspapers, the Illinois State Journal and Illinois State Register. These dailies offer commanding coverage—100% in Sangamon County (Springfield) and 60% in the entire 11-county trading area—plus strong merchandising support and top-quality R.O.P. color.

Illinois State Journal
ILLINOIS STATE REGISTER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering Springfield, Illinois—Northern Illinois—Greater Los Angeles—and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

replaced Mr. Kissam.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$34,603,236	$52,390,366
Magazines	22,111,817	23,946,832
Farm Publications	1,630,801	1,823,911
Business Publications	2,890,000	2,917,700
Network Television	20,593,386	12,733,437
Spot Television	1,758,740*	1,711,740
Outdoor	8,898,446	8,609,214
Spot Radio	5,400,000	——
Total Measured	97,886,506	104,225,140
Estimated Unmeasured	39,613,494	40,300,860
Estimated Total Expenditure	137,500,000	144,526,000

*Includes $236,670 for regional dealers

BUICK MOTOR DIVISION
Flint, Mich.

MARKETING PERSONNEL

Sales

E. C. Kennard, general sales manager
J. S. Hudgens, assistant general sales manager
J. L. Bradshaw Jr., assistant general sales manager (Chicago)
Robert F. Blair, assistant general sales manager (New York)

Advertising

Richard B. Cogswell, director of merchandising
Gerald M. Millar, advertising manager

ADVERTISING AGENCY

McCann-Erickson, Detroit—Thomas J. King, vp and management service director, Myron C. McDonald, vp and account director; R. Thomas Brogan, Charles P. Flynn, John C. Vivian and Robert E. Head, account executives.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 4,796,216	$10,576,018
Magazines	1,983,407	2,857,825
Farm Publications	67,130	108,337
Network Television	2,971,714	1,043,951
Spot Television	19,838	18,150
Outdoor	483,980	131,936
Total Measured	10,322,285	14,736,217

"NATURALLY, I LISTEN TO KFWB"

"When I travel, I want the newest, fastest way . . . so I go by jet.

When I listen to radio, I want the same newness, the same pace, the same feeling of precision that jet flying gives me...so, naturally, I listen to KFWB."

The KFWB audience gives you more men, more women, more children . . . **more everybodies** . . . than any other Los Angeles station.

Buy KFWB . . . first and fast in Los Angeles.

Channel 98 my mommy listens to KFW··B

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by **JOHN BLAIR & CO.**

CADILLAC MOTOR CAR DIVISION
Detroit

MARKETING PERSONNEL

Sales

F. H. Murray, general sales manager
M. E. Fields, assistant general sales manager
W. T. LaRue, assistant general sales manager

Advertising

J. P. Schaupner, merchandising manager (advertising)

ADVERTISING AGENCY

MacManus, John & Adams, Bloomfield Hills, Mich.—Charles F. Adams, exec vp; Hovey Hagerman, senior vp and account supervisor; Robert E. Field, account executive; George K. Mitchell, assistant account supervisor; William G. Bishop, associate account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,672,186	$ 4,200,611
Magazines	1,622,865	2,245,646
Spot Television	13,498	620
Outdoor	503,100	484,009
Total Measured	5,811,649	6,930,886

CHEVROLET MOTOR DIVISION
Detroit

MARKETING PERSONNEL

Sales

K. E. Staley, general sales manager
E. P. Feely, assistant general sales manager (eastern)
L. H. Averill, assistant general sales manager (western)
H. P. Sattler, assistant general sales manager (commercial and truck operations)
I. W. Thompson, assistant general sales manager (parts and accessories)
L. N. Mays, assistant general sales manager (staff activities)

Advertising

W. G. Power, advertising manager
J. S. Clark, L. C. Dorn and Bruce G. Overbey, assistant advertising managers
Robert D. Lund, national sales promotion manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit — Colin Campbell, executive vp, account supervisor; John L. Thornhill, vp, associate account supervisor (cars and trucks); Halsey Davidson, vp, associate account supervisor (account services); Walter F. McCarthy, vp, associate account supervisor (planning and special projects); account executives —J. F. Bracken, Milton J. Sandling (passenger cars), Harold Duda (trucks), George A. Back (used cars), C. F. McLaughlin (merchandising), Genevieve Hazzard (women's program) radio-tv account executives—Hugh L. Lucas, vp, Richard L. Eastland and A. J. Miranda.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$14,082,668	$19,404,484
Magazines	5,947,409	3,441,966
Farm Publications	386,768	621,946
Network Television	7,408,277	5,852,244
Spot Television	122,738	166,600
Outdoor	6,652,416	6,971,933
Total Measured	34,600,267	36,459,183

FRIGIDAIRE DIVISION
Dayton

MARKETING PERSONNEL

Sales

C. H. Menge, general sales manager
W. H. Anderson, R. L. Hatfield and H. J. Miller, assistant general sales managers

Advertising

W. F. Switzer, merchandising manager
R. C. Wright, advertising manager
J. K. Kay, sales promotion manager
Insco Williams, supervisor of displays, exhibits and demonstrations—merchandising department

ADVERTISING AGENCIES

Dancer-Fitzgerald-Sample, New York—refrigerators, automatic washers and dryers, electric ranges, food freezers and water heaters—Lyndon O. Brown, account supervisor; Harold J. McCormick, account manager; John Hickey and Joseph Callaway, account executives.

Kircher, Helton & Collett, Dayton—air conditioning, built-in appliances and commercial refrigeration—W. B. Metcalfe, account supervisor; J. J. Westerman Jr., account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 767,667	$ 1,074,046
Magazines	1,650,285	2,470,951
Farm Publications	171,705	243,800
Network Television	1,696,561	286,326
Spot Television	118,730	32,200
Total Measured	4,464,948	4,107,323

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

OLDSMOBILE DIVISION
Lansing, Mich.

MARKETING PERSONNEL

Sales

Victor H. Sutherlen, general sales manager
G. J. Clemeson, assistant general sales manager (East)
S. F. Mehring, assistant general sales manager (West)
M. J. Seaton, general merchandising manager

Advertising

L. A. Grobe, director of advertising
C. Douglas Barker, assistant advertising manager
R. E. Gifford, sales promotion manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Sheldon Moyer, senior vp and account supervisor; Val Corradi, vp and account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 6,058,662	$ 8,428,939
Magazines	2,087,208	1,711,565
Farm Publications	97,130	119,920
Network Television	2,308,868	1,901,757
Spot Television	408,008	503,190
Outdoor	329,594	332,006
Total Measured	11,289,470	12,187,377

PONTIAC MOTOR DIVISION
Pontiac, Mich.

MARKETING PERSONNEL

Sales

F. V. Bridge, general sales manager
E. R. Pettengill, assistant general sales manager (New York)
R. E. Thompson, assistant general sales manager (Chicago)

Advertising

John F. Malone, advertising manager
William H. Taylor, assistant advertising manager

ADVERTISING AGENCY

MacManus, John & Adams, Bloomfield Hills, Mich.—James H. Graham, vp and account supervisor; Colin H. John, account executive; Robert L. Saffell, account manager; Theodore Allegretti, radio-tv account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,704,426	$ 6,893,528
Magazines	1,834,997	2,276,982
Network Television	636,208	277,404
Spot Television	665,678	946,620
Outdoor	88,800	103,783
Total Measured	6,930,109	10,498,317

AC SPARK PLUG DIVISION
Flint

MARKETING PERSONNEL

Sales

E. H. Francois, general sales manager
O. F. Frost, sales manager, equipment sales
John R. Church, director of merchandising
W. C. Lee, director of distribution and marketing

Advertising

W. J. Oldfield, director of advertising

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Victor W. Canever, senior vp and account supervisor; John H. Owen, creative account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 4,679	$ 57,249
Magazines	1,163,365	651,995
Farm Publications	135,410	151,351
Network Television	1,631,810	870,961
Spot Television	63,880	17,200
Outdoor	493,129	623,982
Total Measured	3,356,863	2,372,738

ALLISON DIVISION
Indianapolis

MARKETING PERSONNEL

Sales

W. O. Watson, manager, sales and contracts—engines
John A. Lane, manager, sales and service —transmissions
C. E. Dixon, sales and service manager—Aeroproducts Operations

Advertising

Roger Fleming, advertising manager and director of public relations

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, account executive.

BROWN-LIPE-CHAPIN DIVISION
Syracuse, N. Y.

MARKETING PERSONNEL

Wayne A. Smith, director, product engineering and sales

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Ralph L. Wolfe, account executive.

CENTRAL FOUNDRY DIVISION
Saginaw, Mich.

MARKETING PERSONNEL

Sales

James H. Smith, general manager

Advertising

L. L. Shafer, sales manager

ADVERTISING AGENCY

Price, Tanner & Willox, Saginaw, Mich. —Robert F. Price, account executive.

CLEVELAND DIESEL ENGINE DIVISION
Cleveland

MARKETING PERSONNEL

Sales

H. G. Trainer, general sales manager

Advertising

Frank A. Uniack, advertising manager and director of public relations

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, account executive.

DELCO APPLIANCE DIVISION
Rochester, N. Y.

MARKETING PERSONNEL

Sales

John T. Tighe, appliances sales manager
Jesse T. Harris, manager, equipment sales

Advertising

H. M. Caulkins, advertising manager

ADVERTISING AGENCY

Wolff Associates Inc., Rochester—Earl B. Holdren, Lawrence Sterling and Richard W. Kinney, account executives.

DELCO PRODUCTS DIVISION
Dayton

MARKETING PERSONNEL

Sales & Advertising

William J. Wagner, general sales manager
G. F. MacFarland, assistant general sales manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—M. Craig Miller, account supervisor; D. A. Wright, account executive.

DELCO RADIO DIVISION
Kokomo, Ind.

MARKETING PERSONNEL

Sales

Howard Stelzl, dir., sales & engineering
D. A. Sandberg, sales manager

Advertising

Howard Stelzl, dir., sales & eng.

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—M. Craig Miller, account supervisor; D. A. Wright, account executive.

DELCO-REMY DIVISION
Anderson, Ind.

MARKETING PERSONNEL

Sales

H. G. Riggs, director of sales and engineering
P. E. Bardsley, general sales manager

Advertising

Howard Birt, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—M. Craig Miller, account supervisor; D. A. Wright, account executive.

DETROIT DIESEL ENGINE DIVISION
Detroit

MARKETING PERSONNEL

Sales

R. E. Hunter, general sales manager
E. H. Bick, merchandising manager

Advertising

Donald J. Clymer, advertising manager

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, account supervisor; W. Mack Abbott, account executive.

ELECTRO-MOTIVE DIVISION
La Grange, Ill.

MARKETING PERSONNEL

Sales

V. E. Rennix, general sales manager
M. H. Gardner, F. W. Walker Jr., assistant general sales managers

Advertising

Volney B. Fowler, director of public relations

ADVERTISING AGENCY

Marsteller, Rickard, Gebhardt & Reed, Chicago—A. W. Cowles, account supervisor; John Timon, account executive.

EUCLID DIVISION
Cleveland

MARKETING PERSONNEL

Sales

George M. Perry, director of sales
J. W. Bloomquist, domestic sales manager
A. S. McClimon, sales development manager

Advertising

R. E. Keidel, advertising & sales promotion manager

ADVERTISING AGENCY

Richard T. Brandt Inc., Cleveland—A. W. Lehman, account executive.

FISHER BODY DIVISION
Detroit

MARKETING PERSONNEL

Sales

E. C. Klotzburger, general manager

Advertising

J. R. Hainline, director of public relations and advertising
Carl O. Uren, advertising manager

ADVERTISING AGENCY

Kudner Agency, New York—J. H. Sheldon, account executive.

FRIGIDAIRE PRODUCTS OF CANADA LTD.
Toronto

MARKETING PERSONNEL

Sales

S. Lundy, general sales manager
W. Garlick, appliance sales manager

Advertising

R. C. Niddery, advertising and sales promotion manager

ADVERTISING AGENCY

Baker Advertising, Toronto—G. E. Madden, account executive.

GENERAL EXCHANGE INSURANCE CORP.
New York

MARKETING PERSONNEL

Sales

D. W. McGinnis, sales vp

ADVERTISING AGENCY

Campbell-Ewald Co., New York—F. W. Townshend, account supervisor.

GENERAL MOTORS ACCEPTANCE CORP.
New York

MARKETING PERSONNEL

Sales

W. G. Schick, sales vp

Advertising

W. B. Adsit, public relations vp

ADVERTISING AGENCY

Campbell-Ewald Co., New York—F. W. Townshend, account supervisor.

GENERAL MOTORS OF CANADA LTD.
Oshawa, Ont.

MARKETING PERSONNEL

Sales

E. J. Umphrey, vp, director of sales
L. C. Workman and L. A. Hastings, assistant directors of sales

Advertising

D. M. Mackinnon, advertising manager

ADVERTISING AGENCY

MacLaren Advertising, Toronto—E. V. Rechnitzer, account supervisor.

GENERAL MOTORS DIESEL LTD.
London, Ont.

MARKETING PERSONNEL

Sales

W. M. Warner, general sales manager

Advertising

H. R. McKnight, manager advertising and sales promotion
G. B. Chesney, advertising specialist

this Wonderful thing about families

He may not rate the lowest handicap at his club, but at home he's a leading authority on backswings. A wonderful thing about families is the continual exchange of special skills and knowledge through mutual love and respect.

A wonderful thing about LOOK is the authority it represents in the 16,850,000 homes in which it is read. LOOK generates confidence through its warm, knowledgeable reporting on the world we live in . . . reporting that wins for LOOK a major share of the nation's most coveted editorial awards. So far in 1959, LOOK has won 25 such awards—for coverage of national and foreign affairs, education, health, religion, safety.*

It is articles like these, geared to the vital interests of the American family, that attract to LOOK an audience concentrated among families with children . . . that create in LOOK an editorial atmosphere containing the one most important element for successful advertising: believability.

AMERICA'S FAMILY MAGAZINE ***LOOK**—the exciting story of people*

**Organizations honoring LOOK in 1959 include: Overseas Press Club, Sigma Delta Chi, Freedoms Foundation, Education Writers Association, National Education Association (4th straight School Bell Award), National Conference of Christians and Jews, National Safety Council, National Press Photographers' Assn.*

ADVERTISING AGENCY

McKim Advertising Ltd., Toronto—W. H. Fleischman, account supervisor; Rudy de Bruyn, account executive.

GENERAL MOTORS OVERSEAS OPERATIONS DIVISION
New York

MARKETING PERSONNEL

Sales

B. A. Kissam, vehicle sales manager

Advertising

J. W. Griswold, director of public relations

ADVERTISING AGENCY

Robert Otto & Co., New York—institutional: Monte Johnson, account executive.

Richard T. Brandt Inc., Cleveland—Euclid products: A. W. Lehman, account supervisor.

Kudner Agency, New York—Diesel locomotive products, parts and accessories and power and industrial equipment: Lester S. Rounds, account executive.

GMC TRUCK & COACH DIVISION
Pontiac, Mich.

MARKETING PERSONNEL

Sales

R. C. Woodhouse, general sales manager—trucks

C. F. Dick, general sales manager—coaches

Advertising

R. T. Jennings, merchandising manager—trucks

E. W. Hall, advertising manager—coaches

ADVERTISING AGENCY

McCann-Erickson, Detroit—Jack Henry, manager, Detroit office; F. W. Overesch, management service director; Richard Isaacs, account executive.

GUIDE LAMP DIVISION
Anderson, Ind.

MARKETING PERSONNEL

Sales & Advertising

Scott R. Conwell, director of sales and engineering

J. E. Turnquist, sales manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Robert M. Fitzgibbons, account executive.

HARRISON RADIATOR
Lockport, N. Y.

MARKETING PERSONNEL

Sales

Edward J. Reilly, general sales manager

Advertising

D. Russell Swick, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Richard Iliff, account executive.

HYATT BEARINGS DIVISION
Harrison, N. J.

MARKETING PERSONNEL

Sales

John R. Gilmartin, general sales manager

Advertising

C. C. Wardell, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, account executive.

INLAND MFG. DIVISION
Dayton

MARKETING PERSONNEL

Sales

M. A. Lause, general sales manager

A. J. Fouts, sales manager, refrigeration and allied products

Advertising

M. A. Lause, general sales manager

ADVERTISING AGENCY

Geyer, Morey, Madden & Ballard, Dayton—E. G. Frost, account supervisor; Norman M. Schaefer, account executive.

McKINNON INDUSTRIES LTD.
St. Catharines, Ont.

MARKETING PERSONNEL

Sales

Ernest R. Gifford, sales manager

W. H. Gillard and G. E. Heaton, assistant sales managers

Advertising

Martin J. Cahill, director of public relations

ADVERTISING AGENCY

MacLaren Advertising, Toronto—William Cairns, account executive.

MORAINE PRODUCTS DIVISION
Dayton

MARKETING PERSONNEL

Sales

J. Robert Lakin, general sales manager

F. J. Markey, sales manager, brake fluids

H. D. Glass, sales manager, bearings, etc.

M. E. Rasper, sales manager, automotive assemblies

Advertising

J. Robert Lakin, general sales manager

ADVERTISING AGENCY

Campbell-Ewald, Detroit—M. Craig Miller, account supervisor; D. A. Wright, account executive.

NEW DEPARTURE DIVISION
Bristol, Conn.

MARKETING PERSONNEL

Sales

F. J. Garbarino, director of sales and engineering

L. F. Swoyer, general sales manager

H. A. Offers, assistant sales manager

J. J. Creamer, assistant sales manager

Advertising

F. A. Kurt, advertising supervisor

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Robert M. Fitzgibbons, account executive.

PACKARD ELECTRIC DIVISION
Warren, O.

MARKETING PERSONNEL

Sales

L. C. Wolcott, director of sales and engineering

C. B. Hamilton, manager, original equipment sales

Advertising

O. L. Hamilton, merchandising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—M. Craig Miller, account supervisor; D. A. Wright, account executive.

ROCHESTER PRODUCTS DIVISION
Rochester, N. Y.

MARKETING PERSONNEL

Sales

R. F. Sanders, director of engineering and sales

H. E. Stahl, sales manager

Advertising

John P. Nally, advertising manager

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—Thomas W. Jipson, account executive.

SAGINAW STEERING GEAR DIVISION
Saginaw, Mich.

MARKETING PERSONNEL

Sales

Harry Hawkins, director of sales and engineering

F. M. Ison, sales manager

Wesley Mitts, assistant sales manager

Advertising

R. J. Kline, director of advertising and sales promotion

ADVERTISING AGENCY

D. P. Brother & Co., Detroit—S. C. Brown, account executive.

UNITED MOTORS SERVICE DIVISION
Detroit

MARKETING PERSONNEL

Sales

T. F. Plant, general sales manager

H. P. Schaller, A. E. Schwerzel and S. W. Archer, assistant general sales managers

Advertising

S. M. Cowan, advertising manager

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—George W. Davis, account supervisor; Clyde Bennett, general account executive; Walter McLean, T. R. Chick and W. G. Licht, account executives; P. L. McHugh, radio-tv director.

General Telephone & Electronics Corp.

General Telephone & Electronics Corp., New York, is a holding company formed by a merger in March, 1959, of General Telephone Corp. and Sylvania Electric Products Inc.

Since both companies operated as separate corporate entities in 1958, sales, earnings and advertising figures will be listed separately in this narrative, except where combined ad expenditures would be useful in determining the size of General Telephone & Electronics as a potential advertiser.

■ Sylvania Products Inc., New York, was the 70th largest advertiser with an estimated expenditure of $10,000,000 in 1958, of which $4,135,083 was in measured media. This compares with $10,000,000 in 1957, including $4,433,043 in measured media.

Net sales in 1958 were $333,255,732, about 3% off record sales of $342,957,061 reported for 1957. Despite the slide in over-all sales, Sylvania reported that sales of lighting products, camera and photographic products, transistors and defense products were ahead of 1957. Business in home electronics and components "softened" considerably during the first half of 1958, Sylvania said, but improved in the second half. The company attributed the drop-off in home electronics products to a general decline in the television and radio set market.

■ Net earnings of Sylvania in 1958 totaled $8,373,370, off more than $4,000,000 from 1957 earnings of $12,655,839. The slide in sales and earnings was attributed primarily to the general business slump in 1958 and to a "prolonged slump" in the consumer durables market.

The sales and earnings picture for General Telephone & Electronics Corp. during the 1st quarter of 1959 was bright. Sales in the period—including Sylvania—were $244,800,000, up 23% over the like period in 1958. Net after taxes was $15,200,000, a 23% gain.

■ Sylvania's principal consumer business is done through its home electronics division, Argus camera division and its lighting products division.

The home electronics division turns out television and radio receivers, high-fidelity phonographs and closed circuit television systems. More new products were introduced in 1958 by Sylvania home electronics division than in any previous year.

In December the division brought out the "Dualette," a 17-inch receiver in an all-plastic cabinet. In addition, the division extended its Sylouette tv line to five models and in the home radio market, 11 new Smart Set table and clock radios were introduced. Other new products included the Play Timer clock radio—a cordless, battery set operated by transistors—and a line of stereo phonographs, including the first combination having AM and FM receivers providing stereo sound.

■ 1958 was also the biggest new product year for the Argus photographic equipment division, acquired by Sylvania in 1957. Among the new products introduced by the division were five color-slide cameras, five slide projector models and a line of related accessories.

Sylvania's lighting products division turns out a wide line of products for home and industry, ranging from aircraft runway systems to photoflash bulbs for cameras. During the year the division introduced many modifications of incandescent lamps, including several types designed for use in home appliances. In addition, the company reported extensive tests under way on new bulb shapes and colors. Sylvania in 1958 continued as the nation's leader in the photographic lighting market.

■ Besides its activities in the consumer market, Sylvania does a substantial business turning out products for industry and defense.

Sylvania's defense business in 1958 rose sharply to a peacetime high of more than $77,000,000, or 23% of the company's total volume. By year-end, the company reported that substantial new contract awards, plus sizable increases in existing contracts, brought its defense backlog to $61,000,000, a 39% gain over the comparable period in 1958. Sales of divisions engaged in manufacture of semiconductor products and plastic and metal parts were also good in 1958, the company reported.

■ General Telephone System invested an estimated $2,636,949 in advertising during 1958, of which $1,680,327 was in measured media. The company estimated 1957 expenditures at $1,344,370, including $1,195,370 in measured media. General Telephone's ad expenditure for 1959 is expected to reach $3,169,570.

For the first time in its history, General Telephone System revenues exceeded the $500,000,000 mark in 1958. Consolidated revenue and sales for the system's telephone and manufacturing operations were $552,208,000, an 11% increase over $499,594,000 reported for 1957. Net income was $50,767,000, up 11% over $45,773,000 in 1957.

■ General Telephone is the largest telephone system in the U.S., outside the Bell system. It has telephone operating companies in 30 states and has several manufacturing subsidiaries which produce telephone equipment and products for general industry.

During the year, the system added 206,000 additional telephones, bringing to 3,565,000 the total number of general system phones in the U.S. General Telephone System also has 33,000 telephones located in Canada and the Dominican Republic. The company's telephone subsidiaries accounted for $322,667,000 of total sales volume in 1958.

Domestic manufacturing facilities within the system include Automatic Electric Co., Northlake, Ill., Electronic Secretary Industries, Waukesha, Wis., and Leich Electric Co., Genoa, Ill. Manufacturing operations in 1958 accounted for $229,541,000 of the company's total volume.

General Telephone System advertising in 1958, at $1,882,006, was geared almost entirely to public relations and institutional programs at the local level. Product advertising during the year was aimed at increasing use of home extensions, color telephones and electronic "secretary" systems turned out by the company's manufacturing subsidiaries.

■ General Telephone and Sylvania Products, when combined, spent an estimated $12,636,949 in advertising in 1958, with the lion's share, $10,000,000, invested by Sylvania.

Sylvania's newspaper budget, at $135,183, broke down this way: Argus cameras and accessories, $38,044; Sylvania flashbulbs, $55,395; Sylvania products, $25,386, and Sylvania television, $12,870. Newspaper spending by General Telephone amounted to $92,328 and by General Telephone of California, $39,706. Total newspaper expenditure of the combined companies amounted to $267,217.

Sylvania accounted for the entire spot television budget in 1958, spending $83,940 in the medium, with the major share spent for Sylvania appliances, $68,340.

■ Advertising in business publications amounted to $175,000 for General Telephone and $247,100 for Sylvania products, while the company's outdoor advertising, at $131,826, went almost exclusively for General Telephone's classified directory advertising.

In magazines, General Telephone spent $1,227,658 and Sylvania $1,071,852. General Tele-

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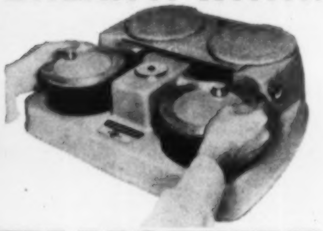

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phone's magazine appropriation was split between a $276,550 expenditure for automatic electric and general promotion, and a $951,108 budget for promotion of General Telephone.

Sylvania's magazine money went this way: Argus cameras, $180,565; Argus projectors, $145,100; Sylvania flash bulbs, $242,575; television sets, $270,865. Other major expenditures in magazines were for Argus cameras and projectors combined, $76,630; Sylvania's television program, $25,520, and Sylvania lamps, $86,699.

■ In addition to its expenditures in measured media, General Telephone in 1958 spent $136,550 for direct mail and $22,427 for merchandising material. In June, 1959, the company announced formation of a new marketing and sales department to cover the system's telephone operating companies. R. Parker Sullivan, vp, marketing and sales, was named to head up the new department.

The biggest ad expenditure by either company in 1958 was Sylvania's $2,597,008 in network television for a single half-hour program, "The Real McCoys" on ABC. Last spring Sylvania, a network tv regular for nearly ten years, announced it would drop the program and stay out of the medium for the 1958-59 season. Sylvania's decision to discontinue its network tv activity represented a major switch in the company's advertising policy, inasmuch as it invested more than $4,000,000 in the high-rating "Real McCoys" since 1957. Before that, the company was in network tv for six years via sponsorship of "Beat the Clock" over CBS.

On the corporate front, Sylvania continues to operate as a separate company—wholly-owned by the parent company—and retains considerable autonomy in market strategy. Advertising and selection of agencies is coordinated by George P. Norton, vp of advertising for the parent company. Following the merger this Spring, Donald C. Power, president of General Telephone, became chairman and chief executive officer of General Telephone & Electronics, while Don C. Mitchell, chairman of Sylvania, became president of the parent company.

In August, 1959, Sylvania moved advertising for all product divisions except Argus into Kudner Agency, which already handled all advertising for General Telephone and subsidiaries.

ADVERTISING EXPENDITURES

(General Telephone System and Sylvania Products Consolidated)

	1958	1957
Newspapers ....$	267,217	$ 134,823
Magazines	2,299,510	2,289,347
Business Publications	422,100	200,900
Network Television	2,597,008	2,501,769
Spot Television	83,940	49,800
Outdoor	131,826	——
Total Measured	5,801,501	5,176,639
Total Unmeasured	5,878,826	5,018,731
Estimated Total Expenditure	11,680,327	10,195,370

Note: The above figures, compiled by independent measuring agencies, represent combined advertising expenditures of General Telephone and Sylvania Products in 1957-1958. They are listed for comparison only, since the two companies operated independently prior to a merger in 1959. Advertising expenditures of Sylvania Products Inc. and General Telephone Corp. are given separately below. Also, some of the above figures do not coincide with those supplied by General Telephone. For example, combined 1958 expenditures for the two companies amount to $12,636,949 when figures supplied by General Telephone are used. In the above table, the combined figure is $11,680,327.

SYLVANIA PRODUCTS INC.

New York

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	135,183	$ 104,361
Magazines	1,071,852	1,576,213
Business Publications	247,100	200,900
Network Television	2,597,008	2,501,769
Spot Television	83,940	49,800
Total Measured	4,135,083	4,433,043
Total Unmeasured	5,864,917	5,566,957
Estimated Total Expenditure	10,000,000	10,000,000

MARKETING PERSONNEL

B. K. Wickstrum, senior vp, marketing
F. W. Mansfield, director, marketing and research
T. P. Cunningham, director of advertising
Charles A. Burton, regional vp, midwest
R. C. Harper, regional vp, Pacific Coast

SYLVANIA ELECTRONIC TUBES

MARKETING PERSONNEL

D. W. Gunn, vp, sales
Don Hughes, advertising manager

SYLVANIA LIGHTING PRODUCTS

MARKETING PERSONNEL

Garlan Morse, vp, sales
James Steel, advertising manager
G. C. Connor, vp, photolamp sales
E. L. Slater, advertising manager, photolamps

SYLVANIA HOME ELECTRONICS

MARKETING PERSONNEL

R. L. Shaw, president (in charge of marketing)
C. R. Lunney, advertising manager

ARGUS CAMERA DIVISION

MARKETING PERSONNEL

J. J. Riggs, vp, marketing
R. R. Wilson, advertising manager

ADVERTISING AGENCIES

Kudner Agency, New York—all product divisions except Argus.

Young & Rubicam, New York—Argus Camera division—Thoburn Wiant, account supervisor in Detroit; James L. Rast, account executive, Detroit; Alfred Viebranz, merchandising executive, New York.

GENERAL TELEPHONE CORP. AND SUBSIDIARIES

New York

ADVERTISING EXPENDITURES

	1958*	1957*
Newspapers ....$	425,277	$ 217,000
Magazines	1,074,264	826,370
Total Measured	1,680,327	1,043,370
Total Unmeasured	956,622	301,000
Estimated Total Expenditure	2,636,949	1,344,370

*(Advertising Expenditures provided by General Telephone Corp.)

MARKETING PERSONNEL

R. Parker Sullivan, vp, marketing and sales
Richard Schneider, market research supervisor
Blaine Ward, sales coordinator

Advertising

George P. Norton, vp, advertising and corporate relations
George W. Griffin Jr., vp, public relations

ADVERTISING AGENCY

Kudner Agency, New York—all advertising—William MacDonough, account executive, General Telephone & Electronics; C. Holcomb, account executive, automatic electric products.

Gillette Co.

Gillette Co., Boston, the 21st largest national advertiser, invested an estimated $29,500,000 in advertising during 1958, of which $21,188,046 was in measured media. This compares with a 1957 expenditure of $30,500,000, including $22,329,411 in measured media.

Consolidated net sales in 1958 were $193,865,095, fractionally lower than the previous year, when net sales were $194,929,175. But net profits rose 6%, from $25,940,570 in 1957 to $27,565,182 in 1958. The slight sales losses were in the Toni Co. and the Paper Mate Co. divisions; Gillette Safety Razor Co. did very well last year.

Business was bustling for the first six months of 1959 when net sales totalled $97,649,837, against $91,555,962 for the first half of 1958. Net income for this period in 1959 was $14,095,926, compared with $12,274,611 for 1958.

The year 1958 was one of major personnel changes for Gillette and its divisions. In March, Boone Gross was boosted from the presidency of Gillette Safety Razor Co. to that of Gillette Co., the holding company, which has five operating divisions. They include: Gillette Safety Razor, the concern's original business; Toni, which is marketing an ever-widening range of cosmetics products; Paper Mate, in the pen and pencil field; Gillette Labs, maker of Thorexin, a cough remedy, and Thorexin cold tablets, and Harris Research Labs, which conducts research activities for the various Gillette divisions as well as for other industrial clients.

When Mr. Gross was named president of the holding company, Carl J. Gilbert moved up to chairman of the board. Mr. Gross was

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WTVJ South Florida

CHANNEL 4

Represented Nationally by: Peters, Griffin, Woodward, Inc.

replaced as head of Gillette Safety Razor Co. by Vincent C. Ziegler, formerly vp in charge of sales.

In April, William G. Salatich became general sales manager of the safety razor division. In December Gene Billingsley was boosted to sales promotion manager for Toni. That same month saw John Lambert, assistant ad manager, leave Gillette Safety Razor for retirement after 40 years with the company; he was succeeded by Albert Leonard. Early in 1959 R. Nelson Harris, one of the Harris brothers who helped build the Toni Co. and then sold it to Gillette, resigned as president of Paper Mate Co. division. S. Warner Pach took over his spot. Mr. Harris, who left to devote more time to his own and his family's outside interests, continues as a member of the Gillette Co. board.

■ The leading advertiser in the Gillette stable is the Toni division. Network tv is the big card in Toni's hand; measured media expenditures for network tv alone came to more than $7,500,000. To a lesser extent Toni pushes its home permanent, deodorant and shampoo brands through spot tv, newspapers and magazines.

Despite the narrowing of the total home permanent market for the second year—a development attributed to the growing female preference for less curly hair styles—this division claims its various brands still retain their "large margin of leadership" in the field.

The company's fascination with the word, new, remains unabated. By now there must be some sort of a record for the number of "new" Toni home permanents put on the market with great fanfare. In July, a new Pink Pamper shampoo was offered. At midyear marketing started in the Midwest on a Toni line of hair brushes, combs, nets, bobby pins, barrettes, head bands and curlers. North Advertising, Chicago, is the agency; advertising of these products until now has been slight.

■ Except for this hair accessories line, Toni's hitherto high rate of introduction of brand new products slowed to a standstill in 1958. And some of the weaker entries fell by the way side. Out of the competition altogether was Viv lipstick, which had been very heavily promoted in the past.

Biggest '58 budgets were allocated to Toni home permanent, close to the $3,000,000 mark in measured media; Adorn, the relatively new hair spray, with approximately $2,500,000; and Bobbi and Self home permanent, each good for more than $1,000,000 in measured media.

■ Second to Toni in terms of money spent was the Gillette Safety Razor division, with measured media expenditures of nearly $6,000,000, mainly for its razors and blades. Network tv accounted for about $4,900,000 of this money, and newspapers got nearly $1,000,000 of it. Spot tv was just barely in the act with $2,480.

Gillette is said to have picked up an even bigger share of the blade market in 1958, when this division's sales went up despite the lingering effects of the general business recession. Father's Day 1959 saw the introduction of the $1.95 adjustable razor, featuring nine different degrees of blade edge and angle and exposure "to suit any combination of skin and beard." Giant Foamy and Foamy with Menthol were added to the shaving cream line in 1958.

This division's advertising focuses squarely on the stronger sex. The traditional ties with top sports events are being maintained and strengthened. Along with the regular weekly boxing bouts on NBC Radio and NBC-TV are the headline events such as the baseball World Series, the racing classics, and occasionally a top basketball game and a bowling championship.

■ As with the rest of the family, the Paper Mate division banks most heavily on network tv, which received $2,694,535 of the total measured ad budget of $3,184,299 in '58. Other expenditures: spot tv, $377,620; Sunday supplements, $52,785 and newspapers, $59,355.

This company, which entered the low-priced ball point pen market in 1957 with its Paper Mate 98, has now consolidated its 14 California manufacturing operations into a single plant at Santa Monica. Among the feature items are the Capri, Mark III and the Holiday with "skip free" Texas refill.

■ Gillette Labs showed measured media expenditures of more than $1,000,000 last year for Thorexin cough syrup and cold tablets. Tv again was the big winner. The breakdown: $439,887, network tv; $441,400, spot tv; $103,794, magazines; $35,785, newspapers, and $23,955, Sunday supplements.

The company reported that its foreign subsidiaries in 1958 continued "to be highly successful and to make a major contribution to net profits despite marked depreciation in some currency values and rather substantial increases in taxes in certain countries abroad."

Over all, Gillette Co.'s advertising budget for 1958 and 1957 added up to this:

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,249,120	$ 3,212,481
Business Publications	——	100,000
Magazines	806,456	1,272,883
Network Television	16,132,360	15,790,837
Spot Television	2,000,100*	1,939,210
Farm Publications	——	14,000
Total Measured	21,188,046	22,329,411
Total Unmeasured	8,311,953	8,170,589
Estimated Total Expenditure	29,500,000	30,500,000

*Spot tv includes $55,730 for distributors.

GILLETTE SAFETY RAZOR CO.

Boston

MARKETING PERSONNEL

A. Craig Smith, vp in charge of advertising
William G. Salatich, general sales manager
Albert S. Leonard, assistant advertising manager
Paul M. Cuenin, director of marketing research

ADVERTISING AGENCY

Maxon Inc., Detroit—All products—Lou R. Maxon, M. F. Mahony, account supervisors.

TONI DIVISION

Chicago

MARKETING PERSONNEL

M. N. Sandler, vp in charge of advertising, brand promotion and market research

ADVERTISING AGENCIES

North Advertising, Chicago—Toni, Tip Toni, Silver Curl, Tonette, Curlers, Deep Magic, Adorn, Hush—Don Nathanson, president and account supervisor; B. W. Cooper (Toni and curlers); Jack Jones (Tonette, Silver Curl); R. Stampleman (Deep Magic); Dick Fechheimer (Adorn and Hush).

Tatham-Laird, Chicago—White Rain and Prom—George Bamberger, account supervisor; William Bieneman (Prom) and William Goodrich (White Rain), account executives.

Clinton E. Frank Inc., Chicago—Pamper shampoo. Tame creme rinse and Bobbi—Hill Blackett Jr., account supervisor; Art Roberts (Bobbi, Pamper and Tame), account executive.

PAPER MATE CO.

Chicago

MARKETING PERSONNEL

Robert T. Wieringa, general sales manager

Advertising

James V. Barton, advertising manager

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—all products—Milton Schwartz, management representative, and Earle Dugan, account supervisor.

GILLETTE LABS

Chicago

MARKETING PERSONNEL

Jack Dickinson, general manager

ADVERTISING AGENCY

North Advertising, Chicago—Thorexin cough syrup and cold tablets—Don Nathanson, president and account supervisor and Alan Bloomfield, account executive.

B. F. Goodrich Co.

The B. F. Goodrich Co., Akron, was the nation's 65th largest advertiser in 1958, with expenditures estimated by ADVERTISING AGE at $11,500,000, of which $5,203,719 was in measured media. In 1957 Goodrich invested an estimated $11,000,000 in advertising, of which $4,511,770 was in measured media.

Goodrich, like many other companies, was hit by the business recession in 1958. The company's net sales last year were $697,296,556, down 5.1% from 1957 sales of $734,650,802. It was the poorest sales year for the company since 1954.

Net income for Goodrich last year amounted to $35,457,421—a 9.9% decrease below '57 income of $39,369,705. Profits in '58 were at their lowest point since 1953. Net income a common share last year was $3.95, compared with $4.40 a common share for '57.

■ Sales and income made sizable gains in the first half of 1959. Net income rose to $19,612,490 on sales of $383,369,949, compared with income of $14,307,241 and sales of $333,975,305 in the first half of 1958.

Goodrich is the fourth largest rubber company in the world in sales volume, ranking behind Goodyear, Firestone and U.S. Rubber. However, in the tire field, Goodrich has a little less than 20% of the market, which places it third behind Firestone with 25% and Goodyear with 33%.

■ Despite a mediocre sales and earnings year, Goodrich invested an estimated $500,000 more in advertising than it did in 1957. The rubber giant poured most of its ad dollars into newspapers, magazines and business publications while slashing its network and spot tv expenditures to less than $300,000.

The company boosted its magazine expenditures from $484,720 in 1957 to $1,495,082 in 1958, and its newspaper expenditures from $1,306,867 in '57 to $1,987,670 last year. Goodrich, which dropped the "Burns and Allen" tv show in 1957, continued moving out of tv last year when it invested only $228,860 in network tv and $70,730 in spot tv. In 1957, the company invested $1,276,110 in network tv and $130,020 in spot tv.

■ A number of key personnel changes occurred during the past year. Don C. Miller, former senior vp of Kenyon & Eckhardt, joined B. F. Goodrich Co. as vp-marketing. He succeeded J. A. Hoban, who retired last summer after more than 40 years with the company.

Walter Garlow took charge of advertising of B. F. Goodrich Footwear & Flooring Co., succeeding P. N. Swaffield, who retired.

James C. Richards Jr. was named vp of sales of B. F. Goodrich Industrial Products Co., succeeding R. V. Yohe, who was elected president and chief executive officer of B. F. Goodrich Canada. Mr. Richards, who was vp of marketing of B. F. Goodrich Chemical Co., was succeeded by Harry B. Warner.

Robert D. Scott succeeded Mr. Warner as vp of development of the chemical company subsidiary. Charles W. Coffin was named vp of manufacturing for B. F. Goodrich Industrial Products Co., succeeding Rollin D. Hager, who is on an extended leave of absence. Donald O. Agnew was appointed manager of oil company sales for Associated tires and accessories division of B. F. Goodrich Tire Co., replacing Grover C. Clark, who resigned. M. G. Huntington, general manager, associated tires and accessories, retired earlier this month and was succeeded by F. H. Newsom.

■ Goodrich established subsidiary companies in Holland, Iran, Brazil and Australia during the past year. New plants currently are under construction at Arnhem, Holland; Melbourne, Australia; Campinas, Brazil, and Tehran, Iran.

The company also opened distribution centers for tires and other products at New Orleans, Detroit and Minneapolis, and plans to complete other distribution centers at Houston and Cincinnati this year.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,987,670	$ 1,306,867
Magazines	1,495,082	484,720
Farm Publications	202,177	82,553
Business Publications	1,219,200	1,231,500
Network Television	228,860	1,276,110
Spot Television	70,730	130,020
Total Measured	5,203,719	4,511,770
Total Unmeasured	6,296,281	6,488,230
Estimated Total Expenditure	11,500,000	11,000,000

PARENT COMPANY

Akron

MARKETING PERSONNEL

Sales

Don C. Miller, vp-marketing

Advertising

Frank T. Tucker, corporate director of advertising and distribution services

Public Relations

H. W. Maxson, director of public relations

B. F. GOODRICH TIRE CO.

Akron

MARKETING PERSONNEL

E. F. Tomlinson, president
Guy Gundaker Jr., vp of replacement sales
J. T. Callahan, vp of equipment sales
C. T. Morledge, general manager, special brand sales
F. H. Newson, general manager, Associated tires and accessories
Donald Agnew, merchandising manager, Associated tires and accessories
D. W. Gates, manager, automotive chain store sales, Associated tires and accessories division

Advertising

Glenn E. Martin, advertising manager
E. C. Bartlett, national advertising manager
C. E. Copp, retail advertising manager
R. L. Baker, sales promotion manager
R. O. Howard, advertising and sales promotion manager, Associated tires and accessories

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, Cleveland—Passenger car tires—E. L. Weibrecht, account supervisor; John Miller and George Dawson, account executives.

Griswold-Eshleman Co., Cleveland—B. F. Goodrich brand truck, farm and industrial tires—Charles Farran, account executive; J. H. Gerber, assistant account executive—Associated tires and accessories—R. L. Baumgardner, account executive; B. O. Shaffer, assistant account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,909,659	$ 1,167,094
Magazines	966,485	12,727
Farm Publications	179.765	60,850
Network Television	——	1,048,497
Spot Television	21,720	75,110
Total Measured	3,077,629	2,364,278

B. F. GOODRICH FOOTWEAR & FLOORING CO.

Watertown, Mass.

MARKETING PERSONNEL

R. H. Blanchard, president
John C. MacKinnon, vp of sales

Advertising

Walter Garlow, supervisor of advertising

ADVERTISING AGENCIES

McCann-Erickson, New York—F. Stanley Newbery Jr., account supervisor, footwear; William M. Ennis Jr., account supervisor, flooring.

Henry A. Loudon Advertising, Boston—Neoprene, rubber and plastic coated work gloves—Ernest Clark Jr., account supervisor.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 70,032	$ 191,753
Magazines	70,345	31,974
Network Television	228,860	227,613
Spot Television	43,750	54,910
Total Measured	412,987	506,250

B. F. GOODRICH SPONGE PRODUCTS

Shelton, Conn.

MARKETING PERSONNEL

W. R. Todd, president

Advertising

John J. Corrigan, advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, New York—William Bunn, account supervisor; Roy Gorski, account executive.

ADVERTISING EXPENDITURES

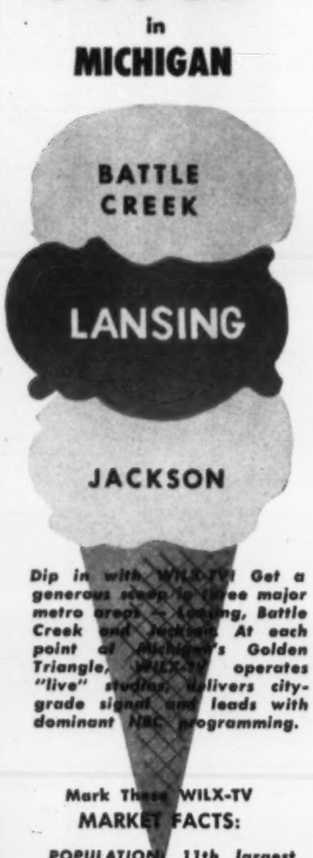
	1958	1957
Newspapers	$ 7,645	$ 27,523
Magazines	122,233	68,875
Total Measured	129,878	96,398

B. F. GOODRICH INDUSTRIAL PRODUCTS CO.

Akron

MARKETING PERSONNEL

C. O. DeLong, president
J. C. Richards, vp of sales
C. W. Coffin, vp of manufacturing



HELP YOURSELF
to a
TRIPLE SCOOP
in
MICHIGAN

Dip in with WILX-TV! Get a generous scoop in three major metro areas — Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant NBC programming.

Mark These WILX-TV
MARKET FACTS:

POPULATION: 11th largest in the U.S.
(according to SRDS Consumer Market Data)
RETAIL SALES: 12th largest in the U.S.
(according to Sales Management Survey of Buying Power)
TV HOMES: 28th largest in the U.S.
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10
Associated with WILS
Radio, Lansing
WPON Radio, Pontiac

D + M + B

Department store sales reach new highs!

Manufacturing production shows huge increases!

Biggest paychecks of all major markets!

= **D***etroit* **M***eans* **B***usiness*

Detroit Means Business- BIG business! Its automotive plants have wound-up a prosperous 1959-model year, and 1960 looks even better.* Its workers are earning big money—$119.02 weekly—highest factory wage rate in the nation. Its families are spending big money—Department Store sales are up 16%.

Detroit's current business is great. Its future prospects are **terrific!**

In Detroit, business means THE NEWS! The Detroit News reaches a minimum of **100,000 more families** in the trading area than the second newspaper. That's where 98% of Detroit's retail business originates. That's why **THE NEWS carries more linage than both other newspapers combined.**

*** GM's and Chrysler's new "small cars" will be produced in the Detroit area, adding thousands to payrolls.**

The Detroit News

First in Circulation . . . 475,873 weekdays . . . 596,884 Sunday ABC 3-31-59

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

Advertising

H. E. VanPetten, director of advertising
J. W. Misamore, advertising and sales promotion manager, plastics products (Marietta, Ohio)
Mrs. Rubie C. Gross, sales promotion manager

ADVERTISING AGENCY

Griswold-Eshleman Co., Cleveland—R. L. Baumgardner, group head; Mary Elizabeth Landers, account executive; B. O. Shaffer, account executive, (Koroseal).

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 183,930	$ 210,839
Newspapers	334	4,887
Total Measured	184,264	215,726

B. F. GOODRICH CHEMICAL CO.
Cleveland

MARKETING PERSONNEL

J. R. Hoover, president
Harry B. Warner, vp-marketing
Robert D. Scott, vp of development

Advertising

George B. Koch, advertising manager

ADVERTISING AGENCY

Griswold-Eshleman Co., Cleveland—L. R. Canfield, group head; L. S. Monroe, account executive. (Griswold-Eshleman also handles International B. F. Goodrich Co.)

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 211,608	$ 160,305
Total Measured	211,608	160,305

B. F. GOODRICH AVIATION PRODUCTS

MARKETING PERSONNEL

P. W. Perdriau, general manager
E. H. Fitch, general manager, sales

Advertising

M. W. Martin, advertising and sales promotion manager

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Cleveland—William Fox Jr., account supervisor; E. L. Weibrecht, account executive.

The Goodyear Tire & Rubber Co.

The Goodyear Tire & Rubber Co., Akron, is the nation's 35th largest advertiser, with total expenditures in 1958 estimated by ADVERTISING AGE at about $21,872,000, of which $11,005,329 was in measured media. This is a decrease from 1957 expenditures estimated at $22,770,000, of which $11,450,382 was in measured media.

Despite a business recession last year, Goodyear rang up a net income of $65,741,382—highest in the company's 60-year history—up from $64,825,516 in 1957. Sales in 1958 were $1.36 billion, down 3.8% from record sales of $1.42 billion in 1957. It was the eighth consecutive year in succession that sales topped the billion dollar mark.

■ Goodyear is the largest manufacturer of rubber products in the world. Tires represent about 60% of the company's sales volume with the other 40% coming from the sales of new products developed for home and industry. Goodyear has an estimated 33% of the tire market; Firestone and Goodrich have about 25% each, and other companies share the remaining 17%.

The rubber giant continued its expansion and improvement program last year, investing some $53,000,000 in better facilities. The company plans to spend $70,000,000 this year for the same program.

New products introduced last year include Videne polyester laminating film; recovery bags for missiles; a line of industrial brakes; skid-warning device for aircraft, Triform C, a new covering material for crash pads and other uses, and improved lines of vinyl flooring and chemicals.

■ Earlier this year, Goodyear claimed to be the world's largest producer of synthetic rubber. In addition to its domestic plants, it has a substantial financial interest in an English synthetic rubber plant and a technical arrangement for a new synthetic rubber plant in Japan.

The company announced this spring that it will build a $7,000,000 tire manufacturing plant in France in the near future. The French facility will bring to 29 the number of overseas plants where Goodyear tires are manufactured, and to 58 the total number of Goodyear manufacturing operations worldwide.

■ Some key personnel changes occurred at Goodyear. Sam DuPree, vp of general products, was named vp in charge of production and also was elected to the board of directors. R. A. Jay, assistant to the president, was placed in charge of the general products group. C. F. Stroud was promoted to eastern trade sales manager—a new position. C. A. Eaves was named assistant to O. E. Miles, vp of trade sales. George B. Newman was promoted to president of Kelly-Springfield Tire Co., succeeding E. S. Burke, who moved up to board chairman of the Goodyear subsidiary. Robert H. Lane, formerly vp and account executive of Carl Byoir & Associates, was appointed director of public relations, succeeding L. E. Judd, who retired.

The only agency change at Goodyear took place outside of the U. S. Early this year, Goodyear caused quite a stir in Mexican advertising circles when it moved its Mexican advertising account from Young & Rubicam to McCann-Erickson. Goodyear spends an estimated $640,000 yearly in Mexico, of which some $400,000 are billed through its agency. Although Y&R handles Goodyear tire advertising in the U. S., McCann has the Goodyear account in Brazil, Argentina, Peru, Puerto Rico, France, Belgium and Germany.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,665,044	$ 2,906,589
Magazines	4,973,727	5,065,902
Farm Publications	614,683	602,243
Business Publications	895,900	786,800
Network Television	1,779,195	2,060,788
Spot Television	76,780	28,260
Total Measured	11,005,329	11,450,382
Total Unmeasured	10,866,671	11,319,618
Estimated Total Expenditure	21,872,000	22,770,000

MARKETING PERSONNEL
(All located in Akron)

Sales

Victor Holt Jr., exec vp in charge of sales
C. C. Gibson, vp in charge of automotive products division
R. A. Jay, assistant to the president
O. E. Miles, vp of trade sales
C. W. Thorp, marketing manager—tire division
R. W. Fitzgerald, western trade sales manager
C. F. Stroud, eastern trade sales manager
L. W. Moore, general manager—retail stores division
J. S. Bruskin, general manager—films and flooring division
R. E. Pauley, general manager—foam products
E. M. Eickmann, general manager—aviation products division
R. B. Warren, general manager—industrial products division
F. R. Evans, general manager—shoe products
H. J. Lafaye, general manager—metal products division
H. R. Thies, general manager—chemical division

Advertising

K. C. Zonsius, director of advertising
D. T. Buchanan, manager—advertising and sales promotion
Bruce W. Wert, assistant manager—advertising and sales promotion
H. F. Cook, advertising manager—tire departments
G. G. Cartwright, advertising manager—general products

Public Relations

Robert H. Lane, director of public relations

KELLY-SPRINGFIELD TIRE CO.
Cumberland, Md.

MARKETING PERSONNEL

George B. Newman, president
E. S. Burke, chairman
M. T. Powers, vp and sales manager
L. J. Auker, manager of advertising and sales promotion

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 456,945	$ 361,815
Farm Publications	64,800	63,000
Newspapers	12,549	15,610
Business Publications	15,000	—
Total Measured	549,294	440,425

GOODYEAR AIRCRAFT CORP.
Akron

MARKETING PERSONNEL

T. A. Knowles, president
R. W. Richardson, vp in charge of sales
M. B. Jobe, manager, customer relations
K. C. Zonsius, director of advertising
Advertising handled by parent company advertising department

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 304,870	$ 331,600
Total Measured	304,870	331,600

ADVERTISING AGENCIES

Young & Rubicam, New York—auto tires, Captive-Air safety shields. Television: "Goodyear Theater."—Walter K. Nield, vp and account executive.

Kudner Agency Inc., New York—all other national advertising including truck, off-the-road, industrial, cycle and farm tires; industrial rubber goods, Airfoam, films and flooring, chemical products, aviation products, metal products and aircraft.—James F. Black, vp and account executive.

Compton Advertising Inc., New York—shoe products—Jack P. Rees, vp and account executive.

Gulf Oil Corp.

Gulf Oil Corp., Pittsburgh, is the nation's 63rd largest advertiser, with total expenditures in 1958 estimated at $12,150,000, including $9,050,403 in measured media.

The previous year's expenditures for advertising were estimated at $12,100,000, including $7,729,820 in measured media.

■ Net sales and other operating revenue continued to rise last year, hitting $2,769,376,557, which was 1.4% above the 1957 figure. Net income, however, dropped about 7%, from $354,284,000 in 1957 to $329,533,000 last year.

For the first half of 1959, Gulf reported net income of $141,814,000, compared with a net of $115,737,000 for the same period last year, a 22% increase.

■ Gulf's ad budget last year remained about the same as in 1957, although there was a shift in emphasis among media. The company spent about $2,000,000 for spot tv in '58 (up from $179,710 in '57), plus about $1,000,000 for spot radio, the latter primarily in the summer months. But network tv, newspaper and outdoor expenditures were cut back.

For 1959, Gulf ad expenditures are running slightly behind the '58 pace.

■ Gulf markets gasoline (Gulf Crest, Super No-Nox and Good Gulf), motor oils (Gulfpride Select, Gulfpride, Gulflube and Supreme), lubricating oils and greases, natural gas and petrochemicals.

The 58-year-old company markets its products in 36 states through domestic marketing divisions, mainly east of Illinois, with its heaviest concentration in the Southeast.

■ In a continuing program to upgrade its service stations, the company shifted many locations and reduced the total number of outlets. Gulf did not bring out any new consumer products last year, although it introduced an improved brand of Super No-Nox.

Worldwide net crude oil production by the company increased 13% over 1957 last year to 460,862,000 bbls. Liquefied petroleum gas sales jumped to 1,175,000,000 gals., a 14% increase over '57. Production and sales of petrochemicals also increased some 10% over the 1957 figure.

Total sales of automotive gasoline increased 2%, and gasoline sales through retail outlets increased 6% during '58.

■ Last year Gulf increased its ownership of Callery Chemical Co. to 50%. Formerly it was 25%. Callery specializes in research and development of rocket and missile fuels.

During the year, David Proctor, formerly exec vp, was elected board chairman, replacing S. A. Swensrud, who resigned in 1957.

In the marketing department, C. J. Guzzo, vp for marketing, was promoted to senior vp. Two new positions were added—administrative vp and operational vp. Robert A. Hunter, formerly coordinator of marketing, was named to the administrative post. J. L. Lenker, formerly sales vp of British American Oil Co. (which is partially owned by Gulf), is the new operational vp.

■ C. J. Chaney, of the merchandising department, was named merchandising manager. He succeeds E. F. Jacobs, who is assistant to Mr. Guzzo.

In the advertising department, W. C. Kernahan, formerly supervisor of direct copy and layout, was named to succeed the late J. A. Burgess as direct market advertising manager.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,854,696	$ 3,366,630
Magazines	1,511,463	1,082,445
Farm Publications	88,448	81,973
Business Publications	344,300	310,200
Network Television	549,012	1,100,304
Spot Television	*2,031,280	179,710
Outdoor	671,204	1,608,558
Spot Radio	1,000,000	**
Total Measured	9,050,403	7,729,820
Total Unmeasured	3,099,597	4,370,180
Estimated Total Expenditure	12,150,000	12,100,000

*Includes $115,260 for dealers.
**Not measured in 1957.

MARKETING PERSONNEL

Sales

C. J. Guzzo, senior vp
Robert A. Hunter, marketing-administrative vp
J. L. Lenker, marketing-operational vp
E. L. Hemming, retail and jobber sales coordinator
E. W. Campbell, direct sales coordinator
C. J. Chaney, merchandising manager

Advertising

Benton W. S. Dodge, director of advertising and sales promotion
W. C. Kernahan, direct market advertising manager
L. H. Smith, retail and jobber advertising manager

ADVERTISING AGENCIES

Young & Rubicam, New York—all consumer advertising—Thomas W. Clark, account supervisor; Haps Kemper, Dave Palmer and J. R. Bracken Jr., account executives.

Calkins & Holden, New York—outdoor advertising—Walter B. Geoghegan, account supervisor; Robert Wolfe, account executive.

Ketchum, MacLeod & Grove, Pittsburgh—industrial advertising—C. E. Van Voorhis, account supervisor; Donald A. Colvin, account executive.

The Theo. Hamm Brewing Co.

Theo. Hamm Brewing Co., St. Paul, the nation's 95th largest advertiser, invested an estimated $6,500,000 in advertising in 1958 including $4,688,642 in measured media. This compared with an estimated 1957 total of $5,743,365 including $3,932,007 in measured media.

In 1958 the company continued its sales gains of recent years with net sales, after paying federal excise taxes, estimated by ADVERTISING AGE at $75,000,000. Volume by barrels rose to 3,394,206 bbls. from 3,376,413 bbls. in 1957. Dollar sales figures are not released by Hamm's, which is a closed corporation.

Hamm's barrel sales ranked the company sixth in the nation among brewers in 1958 (behind Carling, which rose to fifth) as Hamm took 4% of the beer market.

■ The company, founded by the late Theodore Hamm in 1880 and chartered as the present Minnesota corporation in 1937, has shown a steady and rapid sales increase in the past 12 years. Sales totaled 800,118 bbls. in 1946, 1,038,014 bbls. in 1949 and 1,387,00[illegible] bbls. in 1952, when the company ranked 15th in sales among the brewers. Purchase of the Rainier Brewing Co. in San Francisco in 1953 helped boost Hamm to eighth in 1954.

In 1957 Hamm purchased the Rheingold Brewing Co. in Los Angeles and rose to fifth place. The purchase hiked Hamm's production capacity to nearly 4,000,000 bbls., comparable to that of Ballantine (3,967,000) and Falstaff (3,870,000), third and fourth ranking brewers.

■ Besides the St. Paul plant, the company also has branch plants in San Francisco, established in 1953, and in Los Angeles, established in 1957, with production begun in 1958. It also has a large distribution plant in Chicago.

Changes in marketing personnel in 1958 included the appointment of Charles T. Adams as advertising director. He succeeded Jack Moran, who resigned to join Lakeside Plastics Co. Philip Hummel replaced Richard Rummell as media manager.

THAT HELLUVA SALESMAN
FLOYD
SELLS
STEEL
USS
Audience identification of this trademark jumped
41.8%
a[illegible] exposure on
Kel-O-Land's TV Hookup!
(as reported in Television Magazine)
THE FERTILE TEST MARKET
OF MAJOR INDUSTRIES
KELO-LAND HOOKUP CBS ABC NBC
KELO tv SIOUX FALLS; and boosters
KDLO tv Aberdeen-Huron-Watertown
KPLO tv Pierre-Valentine-Chamberlain
General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, Vice-Pres.
REPRESENTED BY H-R
In Minneapolis by Wayne Evans & Assoc.

Durability is an essential part of a practical cover. That's what you get with Ariel Cover by Champion, plus excellent press performance and printing results whether by letterpress or offset lithography. Available in white and eleven striking colors, as well as a variety of special finishes. For distinctive covers, folders, display cards, window cards, menus, posters and general advertising.

ARIEL COVER

CHAMPION PAPERS

THE CHAMPION PAPER AND FIBRE COMPANY
HAMILTON, OHIO

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ALBERT GOMMI

THE PARADE OF CHAMPION MERCHANTS

QUALITY HOUSES THAT OFFER A QUALITY LINE OF PAPER

ALABAMA	
Birmingham	The Whitaker Paper Company
Mobile	The Partin Paper Company
Montgomery	W. H. Atkinson Fine Papers
ARIZONA	
Phoenix	Blake, Moffitt & Towne Butler Paper Company
Tucson	Blake, Moffitt & Towne
ARKANSAS	
Little Rock	Roach Paper Company
CALIFORNIA	
Fresno	Blake, Moffitt & Towne
Los Angeles	Blake, Moffitt & Towne Carpenter Paper Company
Oakland	Blake, Moffitt & Towne
Sacramento	Blake, Moffitt & Towne
San Francisco	Blake, Moffitt & Towne Carpenter Paper Company
San Jose	Blake, Moffitt & Towne
Stockton	Blake, Moffitt & Towne
COLORADO	
Denver	Graham Paper Company
CONNECTICUT	
Hartford	John Carter & Co., Inc.
New Haven	John Carter & Co., Inc.
DELAWARE	
Wilmington	Whiting-Patterson Co., Inc.
DISTRICT OF COLUMBIA	
Washington	The Whitaker Paper Company
FLORIDA	
Jacksonville	The Jacksonville Paper Co.
Miami	The Everglade Paper Company
Orlando	The Central Paper Company
Tallahassee	The Capital Paper Company
Tampa	The Tampa Paper Company
GEORGIA	
Atlanta	The Whitaker Paper Company
Macon	The Macon Paper Company
Savannah	The Atlantic Paper Company
IDAHO	
Boise	Blake, Moffitt & Towne
ILLINOIS	
Chicago	Dwight Brothers Paper Company Parker, Schmidt & Tucker Paper Co.
Decatur	Decatur Paper House, Inc.
Peoria	Peoria Paper House, Inc.
Quincy	Irwin Paper Company
Rock Island	C. J. Duffey Paper Company
INDIANA	
Fort Wayne	The Millcraft Paper Company
Indianapolis	Indiana Paper Company, Inc.
IOWA	
Des Moines	Carpenter Paper Company Pratt Paper Company
Sioux City	Carpenter Paper Company
KANSAS	
Topeka	Carpenter Paper Company
Wichita	Southwest Paper Company
KENTUCKY	
Louisville	The Rowland Paper Company, Inc.
LOUISIANA	
New Orleans	The D & W Paper Co., Inc.
MAINE	
Augusta	John Carter & Company, Inc.
MARYLAND	
Baltimore	Garrett-Buchanan Company The Whitaker Paper Company
MASSACHUSETTS	
Boston	John Carter & Company, Inc.
Springfield	John Carter & Company, Inc.
Worcester	John Carter & Company, Inc.
MICHIGAN	
Detroit	The Whitaker Paper Company
Grand Rapids	Central Michigan Paper Co.
MINNESOTA	
Minneapolis	C. J. Duffey Paper Company Inter-City Paper Company
St. Paul	C. J. Duffey Paper Company Inter-City Paper Company
MISSISSIPPI	
Jackson	Jackson Paper Company
Meridian	Newell Paper Company
MISSOURI	
Kansas City	Carpenter Paper Company
St. Louis	Acme Paper Company Shaughnessy-Kniep-Hawe Paper Company
MONTANA	
Billings	Carpenter Paper Company
Great Falls	Carpenter Paper Company
Missoula	Carpenter Paper Company
NEBRASKA	
Lincoln	Carpenter Paper Company
Omaha	Carpenter Paper Company
NEW HAMPSHIRE	
Concord	John Carter & Company, Inc.
NEW JERSEY	
Newark	Central Paper Company
Trenton	Central Paper Company
NEW MEXICO	
Albuquerque	Carpenter Paper Company
NEW YORK	
Albany	Hudson Valley Paper Co.
Binghamton	Stephens & Company, Inc.
Buffalo	Hubbs & Howe Company
Jamestown	The Millcraft Paper Company
New York City	Forest Paper Co., Inc. Milton Paper Co., Inc. Pohlman Paper Co., Inc. Reinhold-Gould, Inc. Royal Paper Corporation The Whitaker Paper Co.
For Export	Bulkley Dunton (Far East) Bulkley Dunton S. A. Champion Paper Corp., S. A. Champion Paper Export Corp.
Rochester	Genesee Valley Paper Company
NORTH CAROLINA	
Asheville	Henley Paper Company
Charlotte	The Charlotte Paper Company
Raleigh	Epes-Fitzgerald Paper Company
OHIO	
Akron	The Millcraft Paper Company
Cincinnati	The Cincinnati Cordage & Paper Company The Whitaker Paper Company
Cleveland	The Millcraft Paper Company
Columbus	Sterling Paper Company
Dayton	The Cincinnati Cordage & Paper Co.
Mansfield	Sterling Paper Company
Toledo	The Millcraft Paper Company
OKLAHOMA	
Oklahoma City	Carpenter Paper Company
Tulsa	Beene Paper Company Tayloe Paper Company
OREGON	
Portland	Blake, Moffitt & Towne Carter, Rice & Co. of Oregon
PENNSYLVANIA	
Allentown	Kemmerer Paper Company (Division of Garrett-Buchanan Company)
Lancaster	Garrett-Buchanan Company
Philadelphia	Garrett-Buchanan Company Paper Merchants, Inc. Whiting-Patterson Company, Inc.
Pittsburgh	The Whitaker Paper Company
Reading	Garrett-Buchanan Company
RHODE ISLAND	
Providence	John Carter & Company, Inc.
SOUTH CAROLINA	
Columbia	Epes-Fitzgerald Paper Company
SOUTH DAKOTA	
Sioux Falls	Sioux Falls Paper Company
TENNESSEE	
Chattanooga	Bond-Sanders Paper Company
Knoxville	The Cincinnati Cordage & Paper Company
Memphis	Tayloe Paper Company
Nashville	Bond-Sanders Paper Company
TEXAS	
Amarillo	Kerr Paper Company
Austin	Carpenter Paper Company
Dallas	Carpenter Paper Company
El Paso	Carpenter Paper Company
Ft. Worth	Carpenter Paper Company
Harlingen	Carpenter Paper Company
Houston	Carpenter Paper Company Southwestern Paper Co.
Lubbock	Carpenter Paper Company
San Antonio	Carpenter Paper Company
UTAH	
Ogden	Carpenter Paper Company
Salt Lake City	American Paper & Supply Company Carpenter Papor Company
VIRGINIA	
Norfolk	Epes-Fitzgerald Paper Company
Richmond	Epes-Fitzgerald Paper Company
WASHINGTON	
Seattle	Blake, Moffitt & Towne Carpenter Paper Company
Spokane	Blake, Moffitt & Towne Spokane Paper & Stationery Co.
Tacoma	Blake, Moffitt & Towne
Yakima	Carpenter Paper Company
WEST VIRGINIA	
Huntington	The Cincinnati Cordage & Paper Company
WISCONSIN	
Milwaukee	Dwight Brothers Paper Company
CANADA	
Toronto	Blake Paper Limited

THE CHAMPION PAPER AND FIBRE COMPANY

General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO

In 1958 Hamm's put the greatest slice of its ad expenditures into outdoor and spot tv, which together took nearly $3,500,000. After spending $154,832 in magazine advertising in 1957, Hamm discontinued use of that medium in 1958.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 184,982	$ 73,485
Magazines	———	154,832
Network Television	366,480	394,563
Spot Television	1,690,180	1,453,340
Spot Radio	650,000	*
Outdoor	1,797,000	1,855,787
Total Measured	4,688,642	3,932,007
Total Unmeasured	1,801,358	1,801,358
Estimated Total Expenditure	6,500,000	5,743,365

*Not measured in 1957.

MARKETING PERSONNEL

Marketing

Henry R. Turnbull, marketing director
John D. Callahan, assistant to the marketing director

Sales

George J. Faust, general sales manager, St. Paul division
H. G. Vedder, assistant general sales manager, St. Paul division
Robert H. Rygg, assistant sales manager-merchandising, St. Paul division
Robert Hirschboeck, general sales manager, western division
H. T. Newhouse, assistant general sales manager, western division
Edward F. Jensen, merchandising director, western division

Advertising

Charles T. Adams, advertising director
Joseph F. Sullivan, point-of-sale manager
Philip Hummel, media manager

ADVERTISING AGENCY

Campbell-Mithun Inc., Minneapolis—Al Whitman, account supervisor; William Munsell, account executive; Robert Wold, account executive; Paul Morgan, account executive, West Coast; Robert Preston, account executive, West Coast.

H. J. Heinz Co.

H. J. Heinz Co., Pittsburgh, is the nation's 87th largest advertiser, with total expenditures in 1958 estimated by ADVERTISING AGE at $8,500,000, of which $5,674,564 was in measured media. The 1958 total was down from the 1957 estimated total of $9,500,000, a record expenditure for Heinz, which during 1957 promoted the happy coincidence of its "57" trademark and the 57th year of the century. Of the 1957 total expenditure, $6,416,787 was in measured media.

The company's consolidated net sales of $316,856,669 for the fiscal year ended April 29, 1959, reached a new high and for the first time topped the $300,000,000 mark. Sales were 8% higher than the $293,811,817 reported for the previous fiscal year. Heinz has increased sales yearly since 1950, when they totaled $170,508,252.

Net income for the fiscal year ended April 29 rose to $11,095,742, up 19% from the previous year's $9,336,913, and was 4% above the company's previous high of $10,626,252 earned in the year ended in April, 1957. Last year Heinz said that the drop in fiscal 1958 earnings resulted from a new system of distribution which, while costly to inaugurate, will result in "savings and efficiencies that will be reflected in future profits, beginning in fiscal 1959."

■ Heinz, a leading processor and packer of food products bearing the 57 Varieties trademark, has long operated subsidiaries in Canada, Britain and Australia. Early in 1958 Heinz purchased an integrated food processing company in Holland-Taminiau's Conservenfabrieken N.V.—marking its first full venture on the European continent. The new subsidiary has been renamed H. J. Heinz Co. (Holland) N.V., and it recently began production and marketing of Heinz 57 sandwich spread in the Benelux countries. The spread formerly was available only as an import from Heinz of Great Britain. The company's small olive processing plant in Spain was sold in 1957.

In the past, Heinz has drawn 44% of its sales outside the U.S. and 71% of the profits outside the U. S. Last year's U. S. sales probably comprised 50% of the total consolidated sales and the percentage of U.S. sales of total sales is probably about 50% for fiscal 1959. During the past year each of the Heinz companies showed a sales increase over the preceding year, Heinz reports, and each of the companies registered an improvement in its contribution to the consolidated income of the parent company. The British company, which operated 20 years without a profit, has doubled its sales every four years since World War II. The volume of the three British Commonwealth subsidiaries is growing and currently accounts for almost 50% of the company's total sales.

During the year Heinz began a program of management realignment, with emphasis on marketing, especially in the U.S. operations. The company began construction of research facilities both for new products and for ways to make old products better and at lower cost. Construction also was begun on new semi-automated factory installations. At the same time, Heinz virtually completed the reorganization of its distribution set-up, which had been under way since 1954. For 85 years Heinz products were distributed exclusively through company-operated warehouses. In 1954 Heinz began to switch distribution of products through cooperatives, voluntary chain groups, or wholesaler groups. The new system is now 96% completed.

Early this year Heinz elected Henry J. Heinz II chairman of the board, a new office in which he continues as chief executive officer. Frank Armour Jr., with the company 32 years and formerly exec vp, was elected president and chief operating officer. B. Dent Graham, marketing vp, was elected exec vp-U.S., and Junius F. Allen was elected exec vp-international. Mr. Graham also heads a U.S. management board which is responsible for conducting Heinz business in the U.S.

■ Last October Heinz opened its new Heinz Research Center in Pittsburgh, and during two weeks of dedication activities more than 4,000 of the company's dealer and distributor customers and their wives were guests at 29 simultaneous dinners across the country, participating by means of closed-circuit television in a tour of the Research Center conducted by Dave Garroway. Late this spring Heinz dedicated a major semi-automated factory at Kitt Green, Lancashire, England. The factory, under construction for four years, is the largest food-processing factory in the British Commonwealth.

Principal products of the company, which says it uses more than 200 recipes for its U. S. products, are ketchup and other tomato products, pickles, soups, baby foods, beans, vinegar, mustard and condiments. The company also markets canned spaghetti, macaroni, chili con carne, sauces and "minute meals" such as beef goulash, chicken noodle dinner, chop suey and chicken stew with dumplings.

■ Ketchup, baby foods and soup account for 60% of the company's business. The growing U.S. appetite for ketchup is a source of satisfaction to Heinz, which reports that in the 1930s persons five years and older consumed less than two bottles annually per capita, compared with close to four bottles annually today. During the year Heinz added a new Hot Ketchup packaged in a tapered bottle to its line of tomato products. Heinz ketchup is first with between 24% and 28% of the ketchup market, where the three leaders (Heinz, Del Monte and Hunt) account for about 50%.

Heinz, also the world's largest pickle processor, sells more than

covers *the entire*
State of **Nebraska***
daily, better than
any Miami paper covers
the Miami metropolitan
area.

*A vital, growing market
of 1.6 million people with
$2.7 billion to spend.

Omaha
World-
Herald

Less than 5% duplication of
circulation, morning and evening.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports
and population figures from 1959 Sales
Management Survey of Buying Power.

20 different kinds of pickles. All U.S. pickle sales now are about a third larger than five years ago, and currently amount to $200,000,000. Heinz believes it maintains its leading pickle position by keeping abreast of changes in the market. The company's pickle processing installation is located at Holland, Mich. The Holland factory also is a leading producer of Heinz vinegar products, which have brought the company a top position in the national vinegar market.

■ Heinz also is a leader in the baby food market, with between 15% and 20% of the market. Gerber is first in this market, Heinz is probably second, with Beech Nut close behind, followed by Clapp. These top four have by far the lion's share of the market. Five new baby food products introduced this year brought to more than 100 the number of baby food products marketed under the Heinz label. These were: Strained and junior beef and egg noodles; tutti-fruitti dessert; strained and junior vegetables, egg noodles and turkey; strained and junior bananas and pineapple dessert and strained spaghetti, tomato sauce and meat.

In the U.S. soup market Heinz has less than 10%—probably between 4% and 8%—a small second to the 90% share enjoyed by Campbell Soup Co. However, in Britain Heinz sells two-thirds of all canned soup manufactured in Britain.

Other new consumer products introduced during the year include Heinz applesauce, concentrated tomato juice, chicken gumbo soup, chili soup, three kinds of pickles and single-serving packages of ketchup. For its hotel and restaurant trade, the company added chili with beef soup, concentrated tomato juice, chicken and beef soup bases and individual serving tins of beans and franks.

■ Although the 1958 total ad budget was a little less than in 1957, Heinz doubled its newspaper expenditure to $2,292,355, the largest amount spent in any media. The company concentrated on 1,000-line and 400-line ads to push new products, promotion, premium offers and new packaging developments. Among these, heaviest backing was for concentrated tomato juice, new screw-on closure for baby food products and market introduction of hot ketchup. Heinz grocery ads are appearing in seven consumer magazines, with an additional 19 magazines used to promote baby foods. A total of 30 trade publications carry Heinz product and merchandising promotions to the drug and grocery field. Heinz made a major change in trade advertising of its hotel and restaurant products during the 1959-60 year. The company has switched from four-color pages to four-color spreads in about 25 hotel and restaurant trade publications.

Among the premium promotions held during the year was a National Baby Week promotion, cosponsored by Heinz and Aluminum Co. of America, which exchanged a special flat package of Alcoa for baby food labels. Other premium offers included a five-piece place setting of Oneida flatware in return for soup labels and cash; a choice of six Ecko knives for cash and labels from spaghetti, macaroni or beans; six personalized pencils in a "back to school" offer for cash and tomato soup labels.

■ New packaging innovations during the year included screw-on caps for baby-food products, replacing the pry-off type used for many years. Consumer response to four pilot varieties, Heinz said, was so favorable that the company later adopted the closure for almost its entire line. Heavy advertising schedules stressed the adaptability of the cap to storing leftover baby food and ease of opening without spilling. Heinz mustard and ketchup also were packaged in new individual serving plastic and foil packets, primarily for restaurant and drive-in use.

Two major national promotions were conducted: A "save on soup" promotion, which utilized 300 newspapers, six magazines, radio, tv and point of sale materials; and the 1958 "Fresh Pack" promotion, built around ketchup, chili sauce and other tomato products, which was backed by newspapers, magazines and point of sale.

Ad support also was given to these major consumer contests: (1) a $100,000 consumer ketchup contest, which offered cash prizes and merchandise, with a similar contest to hotel and restaurant operators using Heinz institutional product lines and (2) a limerick contest which related two Heinz relish products to outdoor eating, with prizes of sporting goods and barbecue equipment.

■ The company's decision last year to shift to daytime contestant-show television proved more than satisfactory, according to Heinz, and the company now cosponsors five daytime network contestant shows. Heinz said surveys show that of its tv audience, 85% are women, "the lady who buys the groceries." Heinz feels success of its tv promotion is pointed up with an offer of a free salad recipe book, made once on one program, which drew more than 110,000 requests. Heinz has renewed its tv schedule in the 1959-60 ad budget.

Major personnel changes included the promotion of William H. Parshall to Heinz advertising manager last December, succeeding the late C. A. Dimond, who died Nov. 21. Robert P. Taylor early this year was promoted to general manager of marketing, assuming duties formerly handled by B. Dent Graham, new exec vp.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,292,355	$ 1,633,303
Magazines	1,261,041	1,711,621
Farm Publications	—	—
Business Publications	118,600	100,000
Network Television	795,518	1,350,073
Spot Television	1,207,050	1,621,790
Total Measured	5,674,564	6,416,787
Total Unmeasured	2,825,436	3,083,213
Estimated Total Expenditure	8,500,000	9,500,000

EXECUTIVE DIVISION PERSONNEL

B. Dent Graham, exec vp, Heinz-U.S.; chairman, U.S. management board
Ralph B. Johnson, assistant to exec vp, Heinz-U.S.A.; public relations
Oscar C. Roesemeier, department head, trade and public relations

MARKETING PERSONNEL

Marketing and Sales Promotion

Robert P. Taylor, general manager, marketing
Louis A. Collier, manager of sales promotion
W. C. McGorry, department head, sales promotion, grocery
Paul Pfischner, supervisor, sales promotion, hotel and restaurant products
David Fluharty, manager of marketing research
John W. Shaffer, manager of product marketing

Advertising

William H. Parshall, manager of advertising
A. J. Adams, department head, media and copy
James A. Gordon, supervisor, print media
Robert D. Sisterson, supervisor, television and radio
Edwin C. Lehew, supervisor, trade media
Elton Schnellbacher, department head, photography
Lila Jones, department head—home economics

Sales

John D. Scott, vice-president, sales
James E. Hamilton, manager, chain store sales
W. H. Lohr, manager, distributor sales
H. J. Moffat, manager, hotel and restaurant sales
D. R. James, manager, eastern sales area
F. G. Barnum, manager, western area sales

ADVERTISING AGENCIES

Maxon Inc., Detroit—consumer and hotel and restaurant advertising—Hunter Hendee, account supervisor.

Joshua Epstein Co., New York—Kosher market advertising—Joshua Epstein, account supervisor.

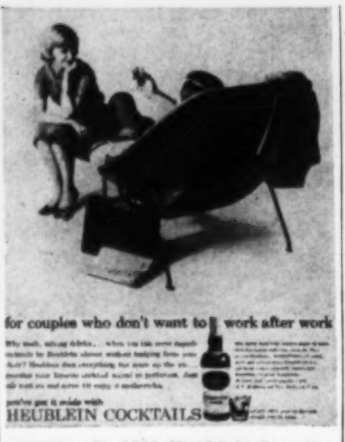
Ketchum, MacLeod & Grove, Pittsburgh and New York—public relations only—William F. Allison, supervisor.

Heublein Inc.

Heublein Inc., Hartford, Conn., is the nation's 94th largest advertiser with total advertising expenditures for 1958 reported at $6,615,874, of which $5,359,891 was in measured media. The 1957 total was $6,132,237, of which $4,848,910 was in measured media.

During 1958 Heublein invested an estimated $5,064,518 in advertising for its liquor division and $1,551,361 for the food division. Advertising in 1959 is expected to be increased about $100,000.

■ Total sales for the company in 1958 were $87,839,429, compared with $82,614,425 in 1957. Net profit after taxes in 1958 was $2,129,826, compared with $2,411,292 in 1957.



PIONEER—*In 1958 Heublein Inc. became the first major advertiser to show women in liquor ads when it ran this page in the Dec. 1 issue of Life. Lawrence C. Gumbinner Advertising Agency handles the account.*

Heublein's food division has both domestic and imported food products, as well as imported beverages. The domestic line includes A-1 Sauce; Maltex and Maypo, both hot cereals; Grey Poupon mustard; Anderson's canned soups, and Sizzl-Spray barbecue sauce. The food imports include Huntley & Palmer biscuits, Edwart Artzner foie gras, Robertson's preserves, Grey Poupon mustard (imported), Ming teas, Guinness stout, Bass ale, and Perrier water.

■ Heublein's liquor division brands are Smirnoff and Relska vodka, Heublein cocktails and cordials, Bell's scotch whisky, Milshire gin, Heublein vermouths, and Harvey's Bristol Cream, Bristol Milk and other sherry and port wines.

During 1958 Heublein spent an estimated $1,115,825 in magazines and $1,505,264 in newspapers for its Smirnoff vodka. The company budgeted about $136,814 in magazines for Bell's scotch whisky, and $394,928 for Heublein cocktails. The company's only substantial expenditure in newspaper advertising other than for Smirnoff vodka was $101,668 for Relska vodka, a similar but lower-priced brand.

■ Heublein invested $1,129,070 in 1958 on spot television. A major part of this expenditure ($727,625) was budgeted for Maypo cereal, with an additional $150,922 allocated to Maltex cereal. There was no network tv. The company's Maypo advertising budget will be increased this fall to buy additional spot tv in several new markets, and the kiddie tv character, Marky Maypo, will again be featured.

In 1958 Heublein became the first major advertiser to show women in liquor advertising. The company broke a weekly campaign in *Life* for its ready-to-serve cocktails featuring "duet drinking" but not actually showing women in the ads (AA, Feb. 24, '58). Later, when the ban against the use of women in liquor advertising was lifted, the company was the first in the field to show a woman in an illustration in its advertising. This was also an ad for Heublein cocktails (AA, Nov. 24, '58). This year women have also been used in Smirnoff vodka ads (AA, April 27, '59).

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,723,817	$ 1,950,250
Magazines	2,200,860	3,214,680
Business Publications	131,900	75,000
Spot Television	1,129,070	259,020
Outdoor	174,244	111,741
Total Measured	5,359,891	4,848,910
Total Unmeasured	1,255,983	1,283,327
Estimated Total Expenditure	6,615,874	6,132,237

MARKETING PERSONNEL

J. G. Martin, president
Edward G. Gerbic, vp
F. E. Chapman, vp, liquor division
F. M. James, food division sales manager
C. F. Chapman, brand manager, cocktails & cordials
E. F. Murphy, brand manager, imported liquors
C. L. Simmons, brand manager, Relska vodka
Frank C. Marshall, advertising manager
Robert W. Honer, assistant advertising manager
Norman A. Young, assistant advertising manager
Robert E. Murphy, food merchandise coordinator

ADVERTISING AGENCIES

Lawrence C. Gumbinner Advertising Agency Inc., New York—Milton Goodman, account supervisor, and R. J. Woods, account executive, for Smirnoff vodka; M. Freund, account supervisor, and R. J. Woods, account executive, for Heublein cocktails and cordials and Bell's scotch whisky.

Fletcher Richards, Calkins & Holden, New York—J. M. Van Horsen, account supervisor, and Carl W. Plehaty Jr., account executive, for A-1 Sauce, and domestic food products.

Victor A. Bennett Co., New York—R. L. Hoenshel, account executive, for Harvey's wines, and Guinness Stout.

Johnson & Johnson

Johnson & Johnson, New Brunswick, N. J., the nation's 60th largest advertiser, invested an estimated $13,000,000 for advertising in 1958, of which $7,563,684 was in measured media. This compares with a 1957 estimated expenditure of $16,990,900, of which $8,612,416 was in measured media.

Sales and earnings, generally on the upswing for nearly ten years, were affected by last year's business recession. Consolidated domestic sales were $260,277,444, an increase of about 1% over 1957, while net earnings for 1958 dropped about 4% to $12,609,773. The 1957 sales were 5.5% ahead of the previous year and more than three times greater than 1945 sales.

Sales by foreign affiliates in 1958 were $60,917,316, a 5% boost over 1957, while consolidated net earnings were $2,444,246 (including an exchange conversion loss of $1,238,396) compared with $3,769,181 for 1957. This represents a 35.1% decline compared with a 43% rise the previous year.

■ Consolidated domestic sales for the first quarter of 1959 were the highest in the company's history, rising to $73,790,000 from $64,793,000 for the 1958 first quarter. Net earnings were $3,912,000 for the 1959 quarter compared to $3,118,000 in the 1958 period.

Including its subsidiaries and affiliates, Johnson & Johnson is a 73-year-old worldwide operation, employing 19,804 people, of whom 6,631 work overseas. In the J&J network there are 9 domestic companies and about 30 foreign operations, the first one dating back to 1919 in Canada. It is the world's foremost manufacturer and distributor of surgical dressings and a wide variety of related products, plus a line of baby products, drugs, pharmaceuticals, hygienic products, such as Tek brushes, Modess sanitary napkins, paper and woven fabrics, adhesives and others—a total of some 1,200 products.

To run this sprawling business, J&J has set up what is called an "extended autonomy" system where "associated companies" operate as independent units with their own profit and loss statements. Its Chicopee affiliate is a bulk manufacturer for other J&J companies as well as outsiders. The companies follow J&J policies in such things as labor-management relations, financing, capital investments, etc., but they have been aptly described by J&J as so many ships at sea, each with a separate captain in full control.

■ J&J pioneered in the surgical dressings business. It is considered

KSO ON THE GO!

KSO ON THE GO!

Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Centraliowa! Now topping three network stations—and most quarter-hour gains of all stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I' (Mon. thru Fri.—Pulse May 1958—March 1959) Hooper up, too, 68%

And you still get that low, low cost per mmmmmmmmm!

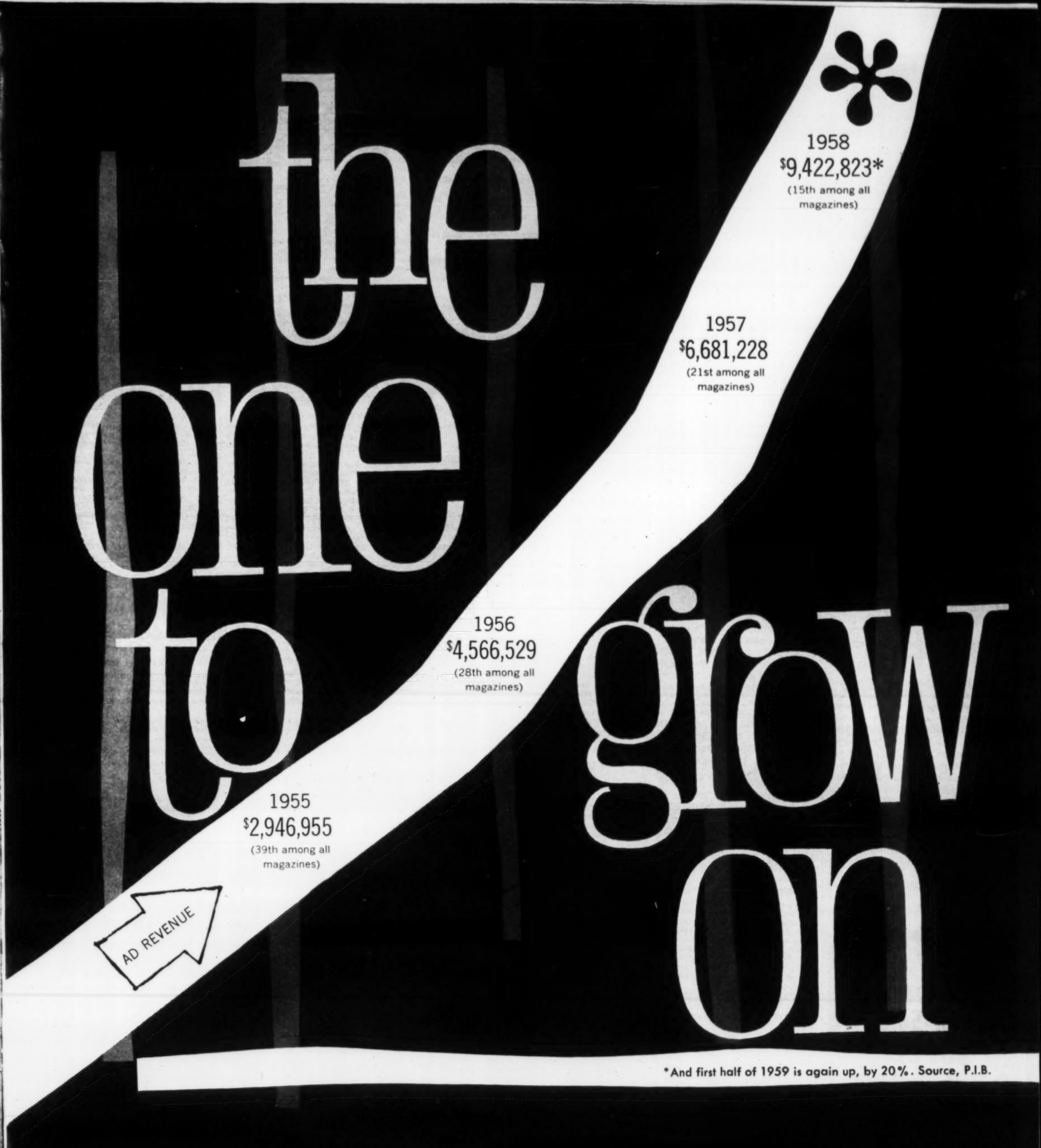
In Des Moines and Centraliowa, Buy

KSO
RADIO ON THE GO!

PHONE TONY MOE AT KSO
or contact H-R REPS

LARRY BENTSON, President
TONY MOE, Vice-Pres.-Gen. Mgr.
JOE FLOYD, Vice-Pres.

the one to grow on



*And first half of 1959 is again up, by 20%. Source, P.I.B.

SPORTS ILLUSTRATED is the growth magazine in advertising today. Last year it posted the largest page gain of any magazine. The reason? The five-figure income families of America are spending more and more of their time on sports and the good life every year. And in the past decade, the number of these families has increased 8 times as fast as the rest of the population. Strengthen your media list by adding the one to grow on—

SPORTS ILLUSTRATED

foremost in the adhesive bandage and first aid fields and in the baby skin care field.

■ There have been several recent corporate organization changes, the most recent of which was the acquisition, on Jan. 15, 1959, of McNeil Laboratories Inc. through an exchange of stock. The new affiliate deals in prescription pharmaceuticals in the sedation, skeletal muscle relaxant, antihistamine and other fields—all told about 50 products. It employs some 500 people and has wholly-owned subsidiaries in Canada and Mexico.

Also, during 1958, Permacel-LePage's Inc. and LePage's Inc. (Mass.) were dissolved as wholly-owned affiliates and turned into J&J divisions utilizing essentially the same personnel and facilities as previously used. These operations deal in pressure-sensitive tapes, glue, paste, mucilage and allied products. Stonebridge Paper Corp., a wholly-owned subsidiary of Personal Products Corp., was dissolved, continuing as a division of that affiliate, where it serves as a raw materials source.

In 1957, the company introduced about ten new products but this pace appears to have slowed considerably last year. Among the new entries were a children's combination nose drop and spray and a children's chest rub in stick form and, early this year, Baby Liquid Cream. The international operations also created and introduced a number of new items in several countries. The Resusitube airway, an S-shaped plastic tube for use in life-saving by the mouth to mouth method, was also introduced. The Resusitube airway eliminates direct oral contact and makes resuscitation easier.

■ Among the executive personnel changes during 1958, W. J. Holman Jr. was named to the executive committee and was succeeded as president of Chicopee Mfg. Corp. and Chicopee Mills Inc. by T. O. Boucher, who had been vp. Later Mr. Boucher was succeeded as president by John J. Smith, former vp of non-woven fabrics. C. J. Wibbelsman resigned as a director and president of the Tek Hughes division for health reasons. He was succeeded by Vincent J. Robinson. Louis E. Santamaria, vp and director of J&J International, resigned to join Revlon International Corp. Elected directors were A. J. Bee, president of Ethicon Inc.; F. B. Whitlock, president of Ortho Pharmaceutical Corp. On Jan. 15, 1959, Robert L. McNeil Jr. and Henry S. McNeil, chairman and president respectively, of McNeil Laboratories were elected directors of Johnson & Johnson.

The company scored some novel advertising firsts during the year with its Band-Air sheer strips. They were tipped into a June newsstand issue of *The Saturday Evening Post* and, in September, were placed on a wrapper encircling the home-delivered copies of the *Fort Lauderdale News*. Last March *The Saturday Evening Post* ran its first horizontal half-page, four-color spread, again for the Sheer strips, first of seven ads.

■ As in the past, magazines got most of J&J's advertising dollars, followed by network television and newspapers. Measured media figures show a drop in J&J business paper expenditures from nearly $800,000 in 1957 to about $150,000 last year, but it seems likely that the actual J&J expenditures in both years were considerably higher. Taking into account the advertising placed by all J&J divisions in business and technical magazines, medical and professional journals, the 1958 expenditure was over $1,000,000.

Modess sanitary napkins was J&J's largest advertised product in 1958, with a total expenditure of more than $1,000,000, of which $501,000 went into magazines and $379,000 into newspapers. Other major advertised products were Johnson's baby oil and powder, with $729,000 spent in magazines; Band-Aid bandages with $592,000 spent in the same medium; and Serena sanitary napkins with $350,000 in magazines. Multi-product advertising of Personal Products Corp. amounted to more than $600,000, with the largest chunk in newspapers.

Other products for which more than $200,000 was spent in 1958 include Chix and Chux baby products, Band-Aid adhesive tape, First Aid Cream, baby shampoo, medicated powder and Liquiprin. LePage's liquid plastic glue and paste spent around $100,000 and lesser sums went for Tek toothbrushes, Teen Age Modess napkins, Modess Tampons, cotton buds, Coets cotton squares and Permacel industrial tape. Jonny Mop got a $45,000 spot tv appropriation.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,127,698	$ 802,583
Magazines	3,615,455	3,838,782
Farm Publications	158,845	373,966
Business Publications	154,500	777,500
Network Television	2,461,026	2,526,955
Spot Television	157,660	292,630
Total Measured	$ 7,675,184	$ 8,612,416
Total Unmeasured	5,324,816	8,387,484
Estimated Total Expenditure	$13,000,000	$16,990,000

JOHNSON & JOHNSON

MARKETING PERSONNEL

Robert W. Johnson Jr., exec vp in charge of marketing

H. M. Poole Jr., vp in charge of general line sales

General Line Merchandising & Advertising

J. E. Burke, vp of merchandising and advertising

W. E. Sawyer, director of merchandising services

J. G. Hansen, asst. director, merchandising services

R. Hardesty, director of consumer research

K. B. Hawthorne, director of general promotions

J. H. Johnson, asst. director, general promotions

I. A. Quackenboss, product group director, baby products

R. G. Schoel, product director, children's medications

R. Ballard, assistant product director

R. H. Johnson, product director, cotton buds, baby shampoo

R. B. Thompson, product director, baby liquid cream, medicated powder

A. L. Gardner, product director, baby lotion, baby soap, baby powder, baby oil, baby cream, baby gift boxes

R. J. Arrix, asst. product director

R. J. Shaw, product group director, adhesive bandages

H. L. Farlow, product director, adhesive bandages

J. Gregg, product director, adhesive bandages

W. P. Burchfield, product group director, surgical dressings

M. D. Schackner, product director, first aid kits, Resusitube airway

W. L. Olesen, product director, first aid cream, medicated plasters

C. T. Coyle, product director, plastic tape, clear tape, adhesive tape

A. R. Meares, product director, roll cotton, dental floss, cotton, cotton balls

I. M. Kisseberth, product director, gauze bandages, sterile gauze pads

J. T. Dettre, asst. product director

ADVERTISING AGENCIES

Young & Rubicam, New York—Arthur Menadier, account supervisor; Edward Kelly, account executive—first aid cream, cotton, cotton balls, improved bandage, regular bandage, gauze 1-5-25 yd., Pic a Puff, Steri-Pads, adhesive tape (daytime tv); George Fitch, account executive—baby powder, baby oil, gift boxes, baby cream, baby soap, cotton buds; Cliff Smith, account executive—entire adhesive bandage line (nighttime tv); unassigned—shampoo, medicated powder.

N. W. Ayer & Son, New York—Thomas Watson, account supervisor; William Bortree, acount executive—plastic tape, clear tape dental floss; Thomas Sweitzer, account executive—medicated plasters, baby liquid cream, baby lotion.

L. W. Frohlich & Co., New York—Charles Lewis, account supervisor; Robert Hennigan, account executive—Resusitube; Nat Zamoff, account executive—Liquiprin, nose drops and spray; J. Farren, account supervisor; Frank Morrman, account executive—dental goods.

PERSONAL PRODUCTS CORP.
Milltown, N. J.

MARKETING PERSONNEL

Frank D. Callahan, senior vp in charge of marketing strategy

Thomas E. Batey, vp, sales

J. Jay Hoddup, vp, advertising and merchandising

Maurice F. Healy, divisional merchandising manager, sanitary products

Lee J. Lent, product director, Modess sanitary napkins

Margaret C. Frampton, product director, Modess belts, Med tampons

Robert T. Halhofer, product director, Modess Tampons

Patricia Gail Morrison, director of education

George Wilder, product director, Coets squares

Irene M. Sabo, director, new products

ADVERTISING AGENCIES

Young & Rubicam, New York—Oscar Lubow, account supervisor; Edward Concannon, account executive, Modess napkins, Modess belts, Serena sanitary napkins, Teen-age; Robert Lansdon, account executive—Modess Tampons; Kae MacDonald, account executive, educational program.

Erwin Wasey, Ruthrauff & Ryan, New York—James B. Briggs, account supervisor; Grant Worrell, account executive—Coets square, Jonny Mop.

CHICOPEE MILLS INC.
(Sales agent of Chicopee Mfg. Co., New York)

MARKETING PERSONNEL

John J. Smith, president

Bart H. Bossidy, vp and asst. general manager, refined products

J. Ferrell Nicholl, vp in charge of planning

S. Edward Bagley, vp and general manager, non-woven fabrics division

Sales

John Falkenholm, vp and general manager, general line division

Kenneth J. Osgood, sales manager, baby products division

J. Frank Pratte, sales manager, general line division

George B. Birt, sales manager, Lumite division, fabrics

George H. Day II, vp and sales manager, Lumite division, insect screening

Advertising

Robert R. Poggi, product director, woven baby products division

A. M. Kidder, product director, non-woven products, baby products division

Esther Bradish, asst. product director, baby products division

ADVERTISING AGENCY

Lennen & Newell, New York—Jackson Taylor, acount supervisor; Keat Murdock, account executive—baby products division: Chix and Chux gauze diapers, Chix crib sheets, Redi-Fol diapers, Chix diaper liners, pillow cases, disposal diaper pads and panties, Swan-Soft diapers, sheets, Baby Best sheets and diapers. Lumite division: Lum-Puf fashion fabrics, upholstery furniture fabrics, fiberglass, screencloth, Saran screening, woven industrial fabrics, Chix-on rayon fabrics, Chix-Spun multi-fibre fabrics, woven Saran seat cover fabrics. Masslin division: Masslin towels, napkins, table cloths, Dottie dusters, Miracloth, drapery and industrial fabrics and linings, Flairform interfacing. General line division: Shapewell linings, plant bed covers, Chix cheese cloth, nylon nets, Boufanette petit coat fabrics, Cinolast, plain and printed fabrics.

TEK HUGHES DIVISION
New Brunswick

MARKETING PERSONNEL

Vincent J. Robinson, president

Robert McCaffrey, sales manager

Murray Burklund, product director

Arthur Fritog, product director

ADVERTISING AGENCY

Young & Rubicam, New York—Milford Baker, account supervisor; Clifford Smith, account executive—Tek tooth brushes, Hughes hair brushes and Tek nylon combs.

LEPAGE'S
Sales office, Metuchen, N. J.; plant, Gloucester, Mass.

MARKETING PERSONNEL

R. J. Mortimer, president

Fred D. Clark, vp, marketing

John L. Callahan, vp, merchandising

Ralph W. Vogell, product director

John K. Michael, product director

Lee G. Offen, product director

Glenn A. Babcock, promotion director

ADVERTISING AGENCY

Young & Rubicam, New York—Oscar Lubow, account supervisor; Ed Kelly, account executive—LePage's cellophane tape, all-purpose tape, plastic tape, cloth tape, original glue, all-purpose glue, household cement, mucilage, white paste, contact cement, airplane cement, polystyrene cement, liquid solder, paper cement, wall paper size, wall paper paste, wall paper remover, padding compound.

PERMACEL
New Brunswick

MARKETING PERSONNEL

George C. Riegger, president

George A. Fitzgerald, vp in charge of sales

Norman P. Hickok, director of industrial and electrical products

Advertising

Franklin W. Bartle, advertising manager

ADVERTISING AGENCIES

Aitkin-Kynett Co., Philadelphia—M. E. Goldman, account supervisor; William T. Longstreth, account executive—industrial advertising for Permacel tapes.

Young & Rubicam, New York—Ed Kelly, account executive—Bondex hot iron tape.

ORTHO PHARMACEUTICAL CORP.
Raritan, N. J.

MARKETING PERSONNEL

Foster B. Whitlock, president

W. Vincent Abrahamson, vp and director of marketing

Sales

Du Pont Murphy, sales manager

F. W. Schiller, director of product promotion, therapeutics and diagnostics

W. P. Thompson, director of product promotion, contraceptives

E. G. Holland, director of product development

E. F. Gentz, director of market research

Advertising

John A. Baruch, director of advertising

ADVERTISING AGENCY

L. W. Frohlich & Co., New York—Julian Farren, account supervisor; F. D. Moorman, account executive—all products.

ETHICON INC.
Somerville

MARKETING PERSONNEL

Sales

T. W. Eckels, vp, sales

Advertising

Edward Henrys, vp, advertising

ADVERTISING AGENCY

L. W. Frohlich & Co., New York—Charles Lewis, account supervisor—ethical and medical advertising for sutures, surgical powder, Ethigraft.

HOSPITAL DIVISION
New Brunswick, N. J.

MARKETING PERSONNEL

J. D. Lierman, vp

W. B. Borsdorff, sales manager

T. A. Crowley, assist. sales manager

W. R. Blaikie, product group director

R. G. Litchfield, product group director

R. H. Frese, manager, contract division

H. F. Fleischer, product director, sponges—all types

W. B. Boucher, product director, obstetrical products

E. D. Baker, product director, combine pads & rolls, cotton balls, underpads

G. C. Ring, product director, orthopedic products

P. T. Rayner, product director, adhesive products

ADVERTISING AGENCIES

Cummins & Associates, New Brunswick—George McFail, Carl Tuosto, account executives—hospital division; Ralph Martinson, account executive—elastic goods.

Aves, Shaw & Ring, Grand Rapids, Mich.—K. C. Ring, account executive—filter products.

McNEIL LABORATORIES INC.
Philadelphia

MARKETING PERSONNEL

Henry S. McNeil, president

Sales

David S. Lamont, director, domestic sales division

Frederick Else, manager, sales training

Daniel J. Fennelly Jr., manager, hospital sales

Advertising and Promotion

John Hogan, director, advertising and promotion division

Douglas G. Lovell Jr., manager, market research

Edwin R. Steel, manager, advertising production

Distribution

Clark H. Johnson, director, distribution division

ADVERTISING AGENCIES

L. W. Frohlich & Co., New York—Julian Farren, account executive.

H. C. Phibbs Advertising Co., Chicago—James F. Fleming, M. D., account executive.

S. C. Johnson & Son

S. C. Johnson & Son, Racine, is the 56th largest national advertiser, with a total expenditure estimated at $14,300,000, including $8,681,106 in measured media.

This compares with a 1957 estimated total of $12,500,000, including $6,259,918 in measured media. The total in 1956 was estimated at $12,000,000.

Johnson, a leader in the wax business for 73 years, has of late diversified into other fields, including air fresheners, insect repellents, bug killers and detergent. To help introduce these products, as well as push both its new and established waxes and polishes, Johnson last year invested heavily in network and spot television.

■ The company spent $5,200,000 in network time costs and $1,800,000 for tv spot time. This is about $3,000,000 more than Johnson spent on tv time in 1957. Newspaper expenditures were cut back almost $1,000,000, to $600,000, in '58.

Johnson is a privately owned company and releases no sales figures. However, domestic sales are estimated to have neared $80,000,000 in the past fiscal year

New London Retail Sales $8922 Per Household

Well, well! Again, New London ranks first in retail sales per household among all Connecticut cities of 25,000 population or over. And . . . this $8922 sales per household is 37% ahead of the next-ranking city. Isn't your biggest Connecticut sales opportunity right here, right now?

(All data: SM '59 Survey)

The Day

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National Representatives:

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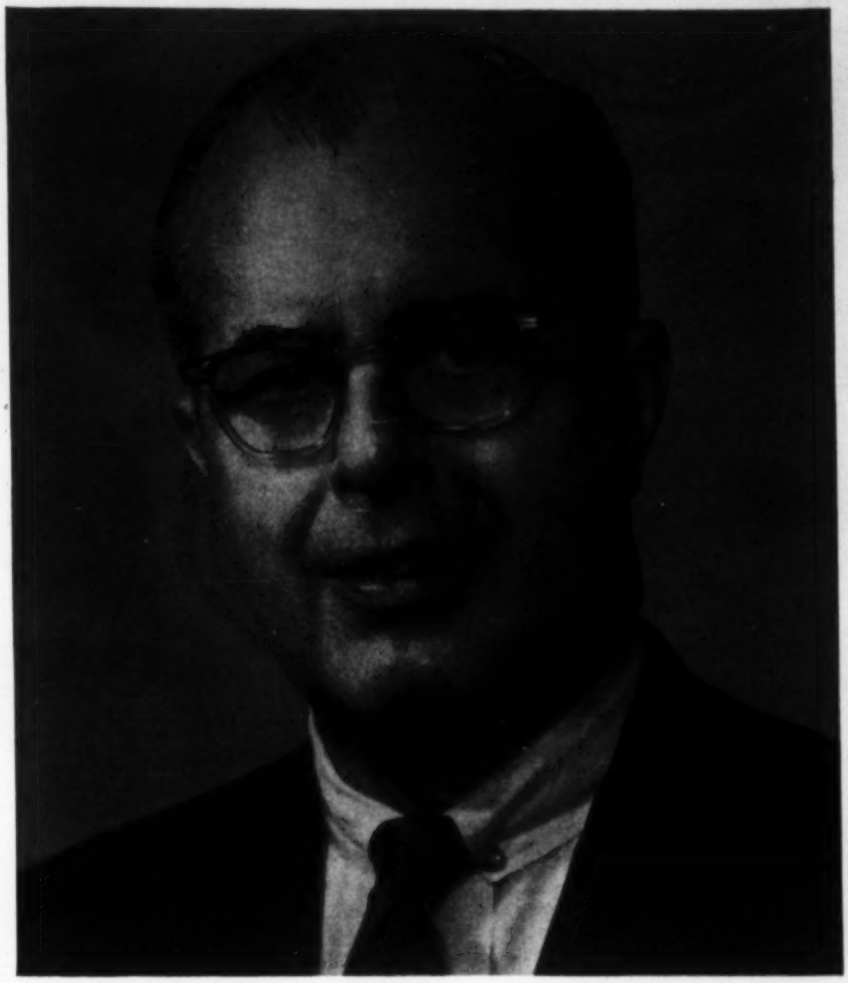
"I'd give up my slide rule before I'd give up my Ad Age"



says JOSEPH P. BRAUN
Vice-President and Media Director
Kenyon & Eckhardt Inc.

JOSEPH P. BRAUN

A twenty-five year veteran of advertising, Mr. Braun also is a fine example of achievement and growth all within one agency. Starting as a trainee in Kenyon & Eckhardt's mail room in 1933, he held such "up the ladder" jobs as media clerk, research reporter, statistician and space buyer, before being appointed media director in 1942.

By 1947, Mr. Braun was elected a vice-president and, within the same year, became a K & E director. Active in all media areas within the agency, he has contributed to such pace-setting K & E broadcasting activities as the Ford 50th Anniversary Show.

Mr. Braun is a member of the 4A's media committee, and serves the National Outdoor Advertising Bureau as a director and member of the executive committee.

"My subscription goes to my home, where each Monday evening I read Advertising Age from cover to cover. Issue after issue provides not only the news, but the highlights and stories of the many new developments in this fascinating business that never stands still. I'd give up my slide rule before I'd give up my Ad Age."

Advertising Age

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1 Year (52 issues) $3

(ended July 3, 1959), which the company said was its best sales year in history. **Advertising Age** estimated sales for the company in calendar 1957 at more than $65,000,000.

■ New products were responsible for much of the sales rise last year, according to industry sources.

Johnson's waxes and polishes are said to account for about 50% of the volume in their respective fields. Pledge polish, introduced last year, reportedly is highly successful, helping Johnson garner a larger share of the polish market than in 1957.

Raid insecticide, another Johnson product, reportedly is No. 1 in sales in its field. Off! insect repellent also dominates that market.

■ Johnson's Glade reportedly has under 15% of the air freshener market. The company also introduced Bravo liquid detergent in Pittsburgh last January, but it is still in test markets. Another new product from the company is a foam-type upholstery cleaner for cars.

Foote, Cone & Belding, Chicago, one of three Johnson agencies, handles advertising for the new Bravo and upholstery cleaner.

■ Johnson purchased the Perma-Stamp Products Corp., Los Angeles, July 1, 1958, and with it the patent rights to Porelon, a porous plastic material in which a liquid can be incorporated during manufacture and then released as required. The first nationally-marketed device to use Porelon is a Memo-Dater desk pad-calendar which stamps the date on memos through the plastic marking stamp. The stamp is designed to give 50,000 impressions without re-inking. The Memo-Dater is made by Brown & Bigelow, St. Paul, Minn.

Johnson's service products division said other applications for Porelon may include writing instruments, cosmetics and toiletries, bandages with "built-in" medicaments, printing rollers and plates, cigaret filters, upholstery and waterproof sheeting that will permit the passage of air.

■ The service products division has introduced several new products, including 700 Wax-Draw, an industrial drawing lubricant; Blue Chip, a heavy-duty cleaner for institutional use; Shine-Up spray wax, also for commercial and institutional service; Cold Stream, a coolant for metalworking, and a deodorized line of Raid insecticides for industrial and commercial use.

MAILING
LISTS

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Also announced was the company's entry into the specialty chemical field via DPA, Johnson's brand of pentanoic acid. Plans are set for full scale production of the product.

Included in the $4,000,000 building program now under way at Johnson is a $1,000,000 aerosol plant under construction at Waxdale, near Racine.

■ The company opened another foreign subsidiary this summer, S. C. Johnson & Son de Argentina, in Buenos Aires. Walter Thompson SRL, Buenos Aires, is the agency.

In personnel moves, John L. Louis Jr. resigned as account executive on Johnson at Needham, Louis & Brorby to join the company as advertising and public relations director of the international division.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 601,999	$ 1,575,904
Magazines	966,870	706,086
Business Publications	56,400	50,000
Network Television	5,242,277	3,889,778
Spot Television	1,813,560	38,150
Total Measured	8,681,106	6,259,918
Total Unmeasured	5,518,894	6,240,082
Estimated Total Expenditure	14,300,000	12,500,000

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

R. W. Carlson, vp, household products division
R. W. Griffith, household products sales manager
Douglas L. Smith, advertising and merchandising director
Wm. W. Herzog, sales planning manager
Robert E. Dobson, product manager, polishing waxes (paste wax, Beautiflor), polisher-scrubber, rug cleaner, Beautiflor waxer
R. H. Deihl, product manager, furniture polishes (Pledge, Pride, Jubilee, cream wax), Stride
L. R. Peterson, product manager, Glo-Coat, Glade
H. D. Wakefield, product manager, Klear, Raid, Off!, Glo-Coat applier, Kleen Floor
J. B. Rasmussen, product manager, automotive products
C. A. Stangby, media manager
J. K. Duncan, sales promotion manager
G. H. Beaumont, assistant sales promotion manager
R. E. Davies Jr., advertising production manager
J. R. Photenhauer, assistant advertising production manager

SERVICE PRODUCTS DIVISION

MARKETING PERSONNEL

Samuel C. Johnson, vp, service products division
E. J. Grant, service products sales manager
T. B. Martin, advertising and merchandising director
W. P. Sawyer, sales promotion manager
G. L. Boehm, market development manager
P. D. Crane, market development supervisor, maintenance products
R. L. Paap, market development supervisor, agriculture and furniture waxes
J. C. Lindblad, market development supervisor, special industrial coatings

INTERNATIONAL DIVISION

MARKETING PERSONNEL

A. O. Fisher, vp, international division
J. J. Louis Jr., advertising and public relations director

ADVERTISING AGENCIES

Benton & Bowles, New York—electric polisher-scrubber, Beautiflor, paste and cream waxes, Jubilee, Pledge, Glade—Edward Murtfeld, management supervisor; Francis Lanigan, account supervisor; John Weaver and Ben Davis, account executives.

Foote, Cone & Belding, Chicago—all automotive products, Raid insecticide, Off! insect repellent, Klear wax, Bravo detergent—George Belsey Jr., account supervisor; Elwood Ratliff and Jack McArdle, account executives.

Needham, Louis & Brorby, Chicago—Glo-Coat, Pride, Stride, service products division, military and export advertising—Daniel Welch, account supervisor; Carl Shem, Otis Hubbard, Joseph Benge and Ruth Munch, account executives.

Kellogg Co.

Kellogg Co., Battle Creek, the country's 28th largest advertiser, invested an estimated $24,000,000 in advertising in 1958, up 33.3% from its investment of $18,000,000 in 1957.

Of the 1958 total, $17,573,034 was invested in measured media, compared with $14,584,074 in 1957.

Two major increases in spending in the measured media help account for Kellogg's big boost in advertising. In 1958, Kellogg put $2,120,631 in magazines, an increase of 97.3% over the $1,074,353 spent in magazines during 1957. Network television expenditures rose 28.9% to $10,290,885 in 1958, compared with $7,966,785 in 1957.

■ Kellogg's increase in network tv spending follows its move last year in pulling four of its shows—"Woody Woodpecker," "Wild Bill Hickok," "Superman" and "Huckleberry Hound"—out of network tv in order to place them on a spot basis. Kellogg explained that, while this would increase its costs for these shows, it felt it would get greater flexibility in its choice of markets, times and stations. Despite the fact that these shows are not placed via a network, they are included under network television in the measured media figures rather than under spot television.

Another index of Kellogg's increased advertising activity can be read in the company's annual report. The balance sheet carries an asset labeled "advertising materials and prepaid expenses." This omnibus item covers such things as block purchases of filmed shows (such as 13-week hunks of "Huckleberry Hound", some self-liquidating premium items, posters, etc.). This year this item comes to $3,940,036. It was $2,816,659 the previous year.

■ Kellogg's consolidated net sales in 1958 were $219,997,523, topping its record sales of $213,237,584 in 1957 by 3%. Net earnings after taxes in 1958 were $18,593,489, or $2.04 per share of common stock and 9% higher than the 1956 net earnings of $17,082,209, or $1.88 a share.

During 1959, Kellogg completed construction and installation of its 15th plant. Located in Memphis, the plant shipped its first carload of cereals early in January.

Two new products—Kellogg's Corn Flake Crumbs and Kellogg's Cocoa Krispies—were introduced in the U. S. during 1958. In Great Britain, Kellogg launched its Sugar Smacks and Kellogg's Variety.

Cereals constitute about 90% of Kellogg's business, the remainder including Gold Medal macaroni and spaghetti, chiefly in the southern states, and Gro-Pup dog food and other animal feeds.

In line with a trend in the cereals industry, Kellogg during 1957 began reducing its use of in-pack premiums, which had played a major role in its marketing. However, self-liquidating premium activities have continued to play an important role in the company's over-all promotion.

■ Kellogg has 16 plants and branch installations in its worldwide operation. These are in Battle Creek; Omaha; Lockport, Ill.; San Leandro, Cal.; Memphis; London, Ont.; Springs, Transvaal, South Africa; Manchester, England; Sidney, Australia; Queretaro, Mexico; Dublin; Uppsala, Sweden; Copenhagen; Wormerveer, Holland; Auckland, New Zealand; Oslo, Norway. Some 8,000 persons are employed in these plants.

To manufacture its cereals, Kellogg annually purchases 13,500,000 bu. of corn; 1,000,000 bu. of wheat; 90,500,000 lbs. of bran; 130,000,000 lbs. of rice; 9,500,000 lbs. of malt; 90,000,000 lbs. of sugar and 17,500,000 lbs of salt. To package the cereals it fashions from these ingredients it uses 255,265,184 lbs. of paper, 800,000 lbs. of ink; 2,900,000 lbs. of glue and 5,100,000 lbs. of wax.

■ The company was founded in 1906 as Battle Creek Toasted Corn Flake Co. (and was incorporated as Kellogg Co. in 1922) by W. K. Kellogg. Its first product was Corn Flakes, still its major selling item. Other products were introduced through the years: Shredded Wheat (1912); Krumbles (1912); All-Bran (1919); Pep Wheat Flakes (1922); 40% Bran Flakes (1923); Rice Krispies (1928); Variety (1938); Raisin Bran (1942); Corn Soya (1945); Handi-Pak (1948); Sugar Corn Pops (1950); Sugar Frosted Flakes (1951); Sugar Smacks (1952); Snack-Pak (1953); Special K (1955); Cocoa Krispies (1958); Corn Flake Crumbs (1958); Gold Medal macaroni and spaghetti (1950); Gro-Pup Ribbon (1937); Gro-Pup Meal (1942), and Gro-Pup T-Bone (1951).

Kellogg's new product growth has played an important part in its increasing sales, with 35% or more of its sales being accounted for by products introduced since 1950.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,413,700	$ 2,422,979
Magazines	2,120,631	1,074,353
Farm Publications	66,378	56,447
Business Publications	132,000	225,000
Network Television	10,290,885	7,977,785
Spot Television	2,549,440	2,829,510
Total Measured	17,573,034	14,586,074
Total Unmeasured	6,426,966	3,413,926
Estimated Total Expenditure	$24,000,000	$18,000,000

MARKETING PERSONNEL

E. M. (Mard) Leaver, president of Kellogg Sales Co. and vp in charge of marketing of Kellogg Co.

Sales

C. A. Tornabene, general sales manager
K. E. Englert, assistant to general sales manager
D. L. Evans, assistant to general sales manager
H. L. Green, assistant to general sales manager
F. G. Norris, assistant to general sales manager
H. G. Crosby, director of market research
R. A. McNicol, in charge of institution sales
H. F. Muntz, vp in charge of international marketing
J. E. Lonning, international sales manager
L. C. Borsum, sales manager, feed division
L. G. Buchanan, sales coordinator
W. E. LaMothe, product development coordinator
S. W. Harvey, executive director—domestic sales, Kellogg Co. of Great Britain, Manchester
Gerald D. Robinson, vp and sales manager, Kellogg Co. of Canada, London, Ont.

Advertising

R. P. Olmstead, vp in charge of advertising
H. M. List, advertising manager, Kellogg Co.
D. F. Brown, assistant to advertising manager
A. J. Finley, assistant to advertising manager
W. M. Pierce, assistant to advertising manager
L. E. Rochester, vp and advertising manager, Kellogg Co. of Canada Ltd., London, Ont.

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—all products in U. S. and Canada—Roy S. Lang, account supervisor; Paul Harper (Special K, Corn Soya, Krumbles, concentrate); Dale Nolan (marketing supervisor and Canadian supervisor); Robert Spaeth (Corn Flakes); Tom Connolly (pre-sweets); William Seymour (All-Bran, Raisin Bran, Bran Flakes, Shredded Wheat, home economics); Dan Scully (Rice Krispies, Handi-Pak, Variety, restaurant and institutional); John Schubert (Corn Flake Crumbs, Pep, grocery trade advertising); Joseph Hall (mink fur feeds, Gro-Pup, OKs), account executives. Also, Ted Hudson (all Kellogg in Canada), in Toronto.

Kimberly-Clark Corp.

Kimberly-Clark Corp., Neenah, Wis., is the nation's 75th largest advertiser, with a 1958 ad expenditure estimated by **Advertising Age** at $9,800,000, of which $7,885,073 was in measured media. This represents a marked gain over the 1957 estimated total of $7,200,000, of which $5,634,604 was in measured media.

Paralleling the increased ad expenditure, the corporation's sales for the year ended April 30 rose to a record $368,232,380, compared with $345,845,110 in the preceding year. Both these figures include, for comparative purposes, the operations of American Envelope Co., West Carrollton, O., and Chicago, which K-C acquired last March—little more than a month before the close of fiscal 1958. American Envelope, a maker of envelopes, fine stationery, index, offset and post card papers, is being operated as a subsidiary of K-C.

■ The corporation's profits were also at a record high last year—$26,344,100 ($3.01 a common share), compared with the preceding year's profits of $25,528,512 ($2.92 a common share).

The corporation's consumer products, to which the vast majority of its advertising is devoted, are Kleenex tissues (which leads its market), table napkins and towels; Kotex (leading its market) and Fems feminine napkins and Fib tampons; Sanek beauty pads, tissue strips and towels; Delsey bathroom tissues and Marvalon coverings.

Kleenex towels, first introduced in 1956, were marketed nationally early this year. The final phase of the national marketing saw K-C send cents-off coupons to some 22,000,000 homes in 260 major markets.

■ K-C has run three other promotions recently for two of its older products, Kotex and Kleenex. A 30¢ refund coupon run in magazines and Sunday supplements last fall continued the drive in support of the new Kotex package design. This was followed in January and February of this year by a $1,500 wardrobe contest promoted in the same print media.

Then, last spring, K-C offered a 45 rpm RCA Victor record "Perry Como & His Friends" for Kleenex box opening strips plus 50¢. Promotion for this was contained in 60,000,000 Kleenex packages.

Kleenex in colors, meanwhile, was the subject of a major outdoor campaign the company undertook in March to reach 24 major markets during a six-month period.

■ Continuing its growing investment in tv, K-C this fall will undertake co-sponsorship of "Twilight Zone" and "Wanted, Dead or Alive" (both CBS-TV) for the 1959-1960 season. These programs will back Kleenex tissues, table napkins and towels and Delsey bathroom tissues.

K-C's consumer products sales department, which did not renew its cooperative advertising agreements when they expired in December, 1957, early this year instituted a new promotion incentive plan. Under this plan, K-C sets aside 15¢ for each case of consumer products a customer buys. This money accrues into a fund from which K-C pays customer charges for advertising and promotion on these products. The money is paid quarterly on one of three plans available to distributors.

■ K-C's industrial products are coated and uncoated book papers for commercial printing and periodical publishing, business papers, technical papers, bible papers, blueprint papers, carbonizing papers, cigaret papers, condenser papers, envelopes, Kimpak interior packaging, Kimwipes disposable wipers, Kimpreg plastic surfacing, Litho Wipes plate processing towels, Mat Pak stereotype backing, Kaycel material, Texoprint plastic printing paper, Additive-A clay conditioner, meat and poultry pads and industrial wadding.

K-C reports that its Kaycel non-woven bonded fabric material, one of the industrial division's newest products, is now being used in a number of commercial applications—including obstetrical kits, protective garments for laboratories and industrial plants, airliner aisle runners and aprons.

■ In addition to the acquisition of American Envelope Co., two other changes in K-C's corporate operations are the doubling of the capacity of its New Milford, Conn., plant and the addition of Kleenex towels to that plant's line. In Canada, K-C began converting of consumer products at its newly completed plant at St. Hyacinthe, Quebec.

The corporation has some 26 plants operating in the U. S., six plants in Canada and one each in Australia, England, France, Mexico and the Union of South Africa, and Germany.

The only major change in K-C marketing personnel in 1958 was the appointment last summer of Arthur F. Altree, formerly marketing director of Kimberly-Clark Ltd. of Great Britain, to a post in the foreign operations division of K-C's home office in Neenah. In London he was succeeded by R. M. Carpenter, formerly a director of Foote, Cone & Belding, London.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,305,171	$ 816,473
Magazines	2,113,418	1,252,230
Business Publications	310,000	480,300
Network Television	2,966,771	2,346,917
Spot Television	139,050	641,220
Outdoor	50,663	97,464
Total Measured	7,885,073	5,634,604
Estimated Unmeasured	1,914,927	1,565,396
Estimated Total Expenditure	9,800,000	7,200,000

MARKETING PERSONNEL

Marketing Division

L. E. Phenner, vp—consumer products
A. G. Sharp, vp—industrial products

Consumer Products

Sales

W. J. French, general sales manager

Marketing and Advertising

E. A. Olson, general manager, advertising and promotion, consumer products
H. J. Sheerin, products manager brand manager, Kleenex table napkins, Fems feminine napkins
J. W. Arnold, sales promotion manager
J. B. Williams, brand manager, Kleenex tissues
R. W. Ebert, brand manager, Kotex feminine napkins
R. S. Pauli, brand manager, Delsey bathroom tissues
J. S. Sensenbrenner, brand manager, Kotex accessories
H. J. Hackbarth, brand manager, Marvelon coverings and Sanek professional products
N. C. Dyer, brand manager, Kleenex towels
J. B. Catlin, general manager, marketing planning and research
C. E. Noble, manager, marketing planning and research

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—all products except Fems and Neenah Paper Co. products—R. J. Koretz, management representative; J. J. Hussey, senior account executive and Kleenex towels account supervisor; Harvey Clements, account executive on Kotex napkins and belts, and Delsey tissues; G. L. DeBeer, Kleenex tissues and table napkins account executive, and Richard Magruder, account executive on all products of the industrial and specialties sales department.

Doherty, Clifford, Steers & Shenfield, New York—Fems feminine napkins—D. K. Clifford, management representative; H. M. Ireland, account executive; R. E. Timmerman, account executive on Fems.

Burnet-Kuhn Advertising Co., Chicago—all Neenah Paper Co. products—R. R. Parker, account executive.

Industrial Products
Sales

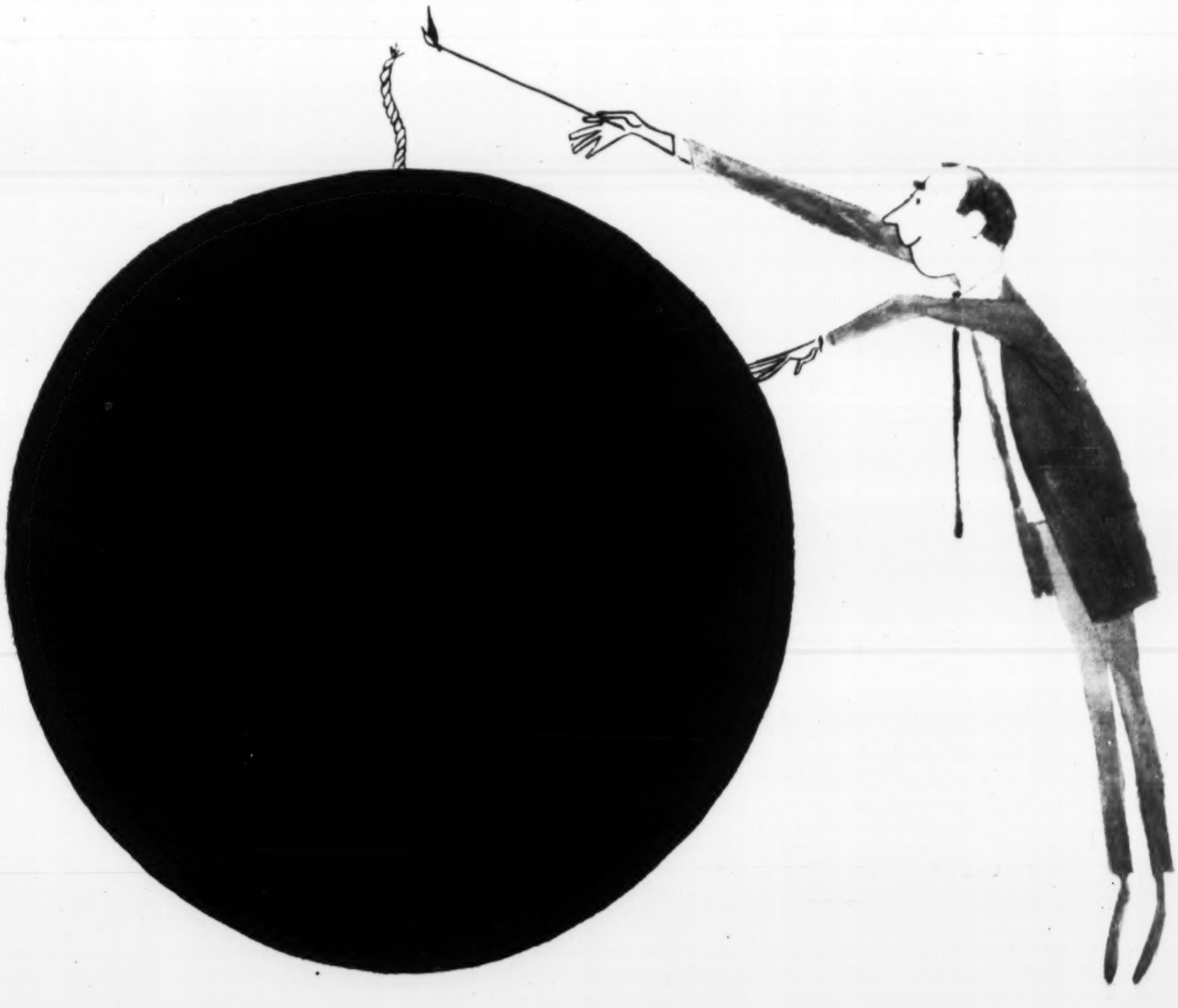
W. W. Cross, general sales manager

Marketing and Advertising

R. B. Sawtell, manager, industrial and products planning and research
R. A. Brabbee, manager, industrial products advertising and sales promotion
L. I. Landrum, advertising and promotion supervisor, printing papers
H. U. Hoffman, advertising and promotion supervisor, Neenah business papers and Texoprint plastic printing paper
S. L. Swenson, advertising and promo-

HOLD IT!

You don't let just anybody set off one of these things. You leave it to an expert to apply the spark. It's the same when it comes to launching a new product. If you're looking for an agency with a record of success in sparking campaigns for new products, why not look at Edward H. Weiss & Co.?



EDWARD H. WEISS AND COMPANY
CHICAGO: 360 N. MICHIGAN AVENUE

Advertising

NEW YORK:
730 FIFTH AVENUE

LOS ANGELES:
6399 WILSHIRE BOULEVARD

tion supervisor, industrial wadding products
R. L. Mayotte, advertising and promotion supervisor, Kaycel materials and Munsing business papers

Lever Bros. Co.

Lever Bros. Co., New York, ranked as the nation's fourth largest advertiser in 1958 with a total expenditure estimated at $88,000,000, of which $46,496,000 was in measured media. In 1957, the company invested an estimated $80,000,000, of which $36,833,000 was in measured media.

Lever had another good year in 1958. Aided by the success of new products, sales moved up 11%, from $345,600,000 to $382,600,000. More significant: Net profits jumped 71%, from $5,900,000 to $10,100,000.

■ In 1957, Lever's ad budget was 16 times its earnings; in 1958, the budget was nine times earnings. In both years, the company spent 23% of its sales dollar on advertising.

Lever's advertising expenditures have doubled in the past five years. William H. Burkhart, chairman, reported recently that the budget is now "nearly $100,000,000."

Lever Bros. is a wholly-owned subsidiary of the world's largest advertiser, Unilever Ltd., Anglo-Dutch combine which spent some $280,000,000 on worldwide advertising in 1958.

■ New products have spurred Lever's comeback in the U.S. market. The company now does almost half of its volume in products introduced since 1953. Three products—Wisk, Dove and Imperial—reached national distribution in 1957. Two more—Stripe and Lucky Whip—attained national coverage last year. And this year two more—Praise and Handy Andy—moved into national distribution.

Trounced by Procter & Gamble in the powdered detergent market, Lever has struck back with liquid detergents. Liquids now do about 20% of the dollar volume of all detergents and Lever's two brands—Lux Liquid and Wisk—enjoy a 38% share of this expanding market.

■ The low-sudsers account for 8% of the detergent market and Lever's *all* brands (fluffy, condensed and dishwasher *all*) hold half of this market. Lever acquired *all* from Monsanto Chemical in 1957 and the federal government later filed an anti-trust action jects to this action, pointing out that a transaction involving a brand with a relatively small percentage (4%) of the detergent market cannot be said to impair competition in the detergent field.

In the toilet soap market, Lever does 21% of the business, compared with P&G's 26%. Lux toilet soap is still a brand leader. Lifebuoy, repackaged and reodorized, is making a comeback. A white Lifebuoy is now sold nationally with the coral bar, and a green version is also being tested. In the fast-changing bar market, Lever has two strong entries in Praise and Dove, both made with cold cream. Praise competes against Dial and Zest in the deodorant bar field. Dove, on the market for less than three years, has already become a major brand In the latest "Consolidated Consumer Analysis," it ranks fourth as a washing agent for hands and face. Dove, a detergent bar, has turned out to be a highly profitable item for the company. Fair traded by Lever at two-for-39¢ and two-for-49¢, it is known for its cleansing properties and it is used up relatively quickly.

P&G continues supreme in the powdered detergent business and Lever appears to have conceded this market. At least, it has geared its ad budget to all-out promotion of the new brands and minimum support for the old powders, Rinso Blue, Surf, Breeze and Silver Dust.

Lux
Surf
Breeze
Lux
Silver Dust
Rinso
Rinso
Spry
Lifebuoy

LEVER LINE-UP—*These Lever Bros. products helped boost Lever profits 71% to $10,100,000 on sales of $382,600,000 (up 11%) in 1958. Among them were new Stripe toothpaste and Lucky Whip dessert topping.*

■ Surf, once regarded by Lever as the answer to Tide, received less than $1,000,000 of national advertising support last year. Among the old products, the most heavily promoted last year was Rinso Blue, but even its $3,000,000 budget fell considerably short of the sums Lever was spending on other brands.

Lever's top seven in 1958—in terms of advertising support—were Wisk, Dove, Lux Liquid, Pepsodent, Stripe, the *all* line and Imperial. Each carried a budget in excess of $5,000,000.

■ Lever has made a remarkable resurgence in the toothpaste business. Only a few years ago it held less than 10% of this market with Pepsodent. It now holds a 20% slice—12% for Pepsodent and 8% for Stripe. Pepsodent runs third behind Colgate and P&G's Gleem, and Stripe is reportedly contending with P&G's Crest now for the No. 4 slot. Pepsodent and Stripe were both backed heavily last year in spot television and newspapers.

In the food business, Lever is also doing well these days—again with new products. Sales of Good Luck and Imperial have made Lever the nation's largest supplier of margarine, although neither brand outsells Kraft's Parkay or Standard Brands' Blue Bonnet. Lucky Whip, Lever's new dessert topping, now leads its field.

Here, too, the old lines are getting only token support. Spry, once a well advertised Lever brand, received less than $1,000,000 of national advertising support in 1958.

■ Lever's media use underwent a striking shift in emphasis last year. The company slashed its magazine-newspaper expenditures in half while it doubled its television outlay. Lever put between $45,000,000 and $50,000,000—more than half its total budget—into tv. The network television activity included 10 NBC shows, 12 CBS shows and an ABC package of six shows. Featured on these network programs were 17 products. The most heavily promoted product: Wisk. In spot tv, the most heavily promoted product was Pepsodent.

Lever acquired the Air-Wick household air deodorant line from Seeman Bros. in 1958. A new Air-Wick Stik deodorant is now being test marketed. Advertising was assigned to Foote, Cone & Belding.

■ Early in 1959 Lever made a number of top-level executive changes. Mr. Burkhardt, who has sparked Lever's growth since he became president in 1955, relinquished this post to Milton C. Mumford, formerly exec vp. Mr. Burkhart, who retains the chairmanship, has also been named chairman of two other Unilever subsidiaries in North America, Thomas J. Lipton Inc. and Lever Bros. Ltd. (Toronto).

On the next echelon, Henry M. Schachte, formerly advertising vp, and W. N. (Bill) Burding, formerly marketing vp of the Lever division, were both named exec vps. Mr. Schachte was succeeded by Samuel Thurm, formerly general manager, advertising services, and Mr. Burding was replaced by Thomas Carroll," ex-Colgate man who joined Lever early in 1958 as general manager, marketing services.

■ Robert McDonald was named marketing vp of the foods division. He had been general manager of the division since 1957. William T. French, formerly director of corporate development, was appointed marketing vp of the Pepsodent division, succeeding T. Edward Hicks, who continues as a vp, with corporate staff duties, reporting directly to Mr. Schachte.

Howard Eaton Jr., formerly media manager of radio and television, took over Mr. Thurm's old duties with the newly created title of media director. He is now responsible for purchases of all Lever space, time, talent and programs. Richard. C. Butler, formerly with A. C. Nielsen Co., succeeded Mr. Eaton.

Charles E. Palmer, who returned to Lever early in 1958 from A. S. Harrison Co. and was assigned a product manager's post in the foods division, recently was named merchandising manager of the Pepsodent division. He succeeded William Eastham, who resigned to join American Home Products.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 6,664,000	$12,574,000
Magazines	1,986,000	3,521,000
Farm Publications	123,000	———
Network Television	20,253,000	14,678,000
Spot Television	15,272,000	5,984,000
Outdoor	198,000	76,000
Spot Radio	2,000,000	*
Total Measured	46,496,000	36,833,000
Total Unmeasured	41,504,000	43,167,000
Estimated Total Expenditure	88,000,000	80,000,000

*Spot radio not measured in 1957.

MARKETING PERSONNEL

Henry Schachte, exec vp
W. N. Burding, exec vp
T. Edward Hicks, vp
Robert G. Spears, vp
Ambrose J. Addis, director, marketing studies
Samuel Thurm, advertising vp
Robert M. Prentice, marketing services director
A. R. Graustein, marketing research director
Howard Eaton Jr., media director
Anton W. Bondy, media manager-print
Richard C. Butler, media manager-radio and TV
Richard E. Dube, radio and TV production manager
J. E. Drew, public relations director
Raymond F. Underwood, director, sales development
Lee P. Pevear, packaging manager

LEVER DIVISION

MARKETING PERSONNEL

Thomas S. Carroll, marketing vp
Fred A. Flatten, staff assistant-merchandising
Hugh R. Conklin, general sales manager
William W. Prout, merchandising manager
Richard E. Baiter, merchandising manager
George Beyer Jr., product manager
David Bland, product manager
George F. Cech, product manager
James R. Edmiston, product manager
Robert A. Eisentrout, product manager
James G. Gammel, product manager
James J. Kelley, product manager
Joseph R. Larson, product manager
John L. Parker Jr., product manager
Otto A. Ritzmann Jr., product manager
William H. Scully, product manager
Ernest L. Whitney, product manager
Robert A. Wright, product manager

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Surf, Wisk, Gayla—Carroll Newton, management supervisor; Stephen P. Bell and Rolland Cramer, account supervisors; E. Glass and R. Ellis, account executives.

Kenyon & Eckhardt, New York—Praise and Handy Andy—Robert Burton, management supervisor; Robert W. Young (Praise) and L. D. Griffith (Handy Andy), account supervisors; R. M. Kelly (Praise) and L. C. Puchta (Handy Andy), senior account executives; H. A. Slamin (Praise) and F. J. Fucito (Handy Andy), account executives; James MacNamarra (Handy Andy), assistant account executive.

Needham, Louis & Brorby, Chicago—*all* line, Swan toilet soap, Liquid Swan—G. F. Kenly, management representative; M. G. Kocour and J. L. Isham, account supervisors; T. F. Mullins, account executive.

Sullivan, Stauffer, Colwell & Bayles, New York—Lifebuoy, Silver Dust, Breeze—Edward Dooley, management supervisor; Donald Moone, William Peters and Donald Gill, account executives.

J. Walter Thompson Co., New York—Rinso, Rinso Blue, Lux toilet soap, Lux Liquid and Lux flakes—Kennett Hinks, management supervisor; Aldis Butler, backstop; Gurden Mooser, Standish C. Marsh and Philip Mygatt, account executives; G. Johnston, W. Fothergill and R. Carman, representatives.

FOODS DIVISION

MARKETING PERSONNEL

Robert McDonald, marketing vp
John R. Fristoe, general sales manager
Arch C. West, merchandising manager
Clark M. Brink, product manager
Robert M. MacLachlan, product manager
Charles C. McNaull, product manager
Jack Riley, product manager

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Imperial—Rolland W. Taylor, management representative; William E. Chambers, account supervisor; George Goodlett, senior account executive; Wilhemus Bryan, account executive.

Kenyon & Eckhardt, New York—Spry products—Robert Burton, management supervisor; L. D. Griffith, account supervisor; L. C. Puchta, senior account executive; A. A. Lawton, account executive.

Ogilvy, Benson & Mather, New York—Good Luck and Lucky Whip—Esty Stowell, management supervisor; Paul Caravatt, account supervisor; Robert Higgons (Good Luck) and Francis Houghton (Lucky Whip), account executives.

PEPSODENT DIVISION

MARKETING PERSONNEL

William T. French, marketing vp
V. T. Finch, general sales manager
Charles E. Palmer, merchandising manager
David Burge, product manager
Elwood Ramsey, product manager
Herbert M. Shayne, product manager
Bobb M. Slattery, product manager
J. K. Verden, product manager

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Pepsodent products and Air-Wick products—Rolland W. Taylor, management representative; A. J. Becker, account supervisor (Pepsodent); W. H. Bambrick, account executive; David Blakiston, assistant account executive; Leo H. Rosenberg, account supervisor (Air-Wick); John C. Savage, account executive.

Ogilvy, Benson & Mather, New York—Dove—Esty Stowell, management supervisor; James Heekin, account supervisor; Charles Fredericks, account executive.

J. Walter Thompson Co., New York—Stripe—Kennett Hinks, management supervisor; Aldis Butler, backstop; Don McNeil, account executive; W. Roberts, representative.

INDUSTRIAL DIVISION

MARKETING PERSONNEL

John L. Parry, general manager
Charles H. Bronson, industrial products manager
E. F. McCarthy, sales manager

ADVERTISING AGENCY

G. M. Basford Co., New York—industrial products—Cliff Fulton, account supervisor.

ARMED FORCES & FOREIGN DIVISION

MARKETING PERSONNEL

Donald G. C. Thomas, general manager

ADVERTISING AGENCY

National Export Advertising Service, New York—Armed forces and foreign advertising—Thomas Hughes, account supervisor.

Liebmann Breweries

Liebmann Breweries, Brooklyn, N. Y., the 79th largest national advertiser, spent an estimated $9,332,000 in advertising during 1958, of which $5,332,063 was in measured media. This compares with an estimated total of $8,253,115 in 1957, of which $4,753,115 was in measured media.

The privately-held company, established in 1837 and still controlled by descendants of the founder, S. Liebmann, has not published a financial statement recently, but sales in 1958 reportedly were close to $100,000,000.

■ The company is ranked seventh among the 25 leading brewers in the U. S., by the Research Co. of America, with sales in 1958 of 2,847,000 bbls., compared with 2,966,000 bbls. in 1957. Liebmann's peak year, brewing statistics show, was 1954, when sales hit 3,410,000 bbls.

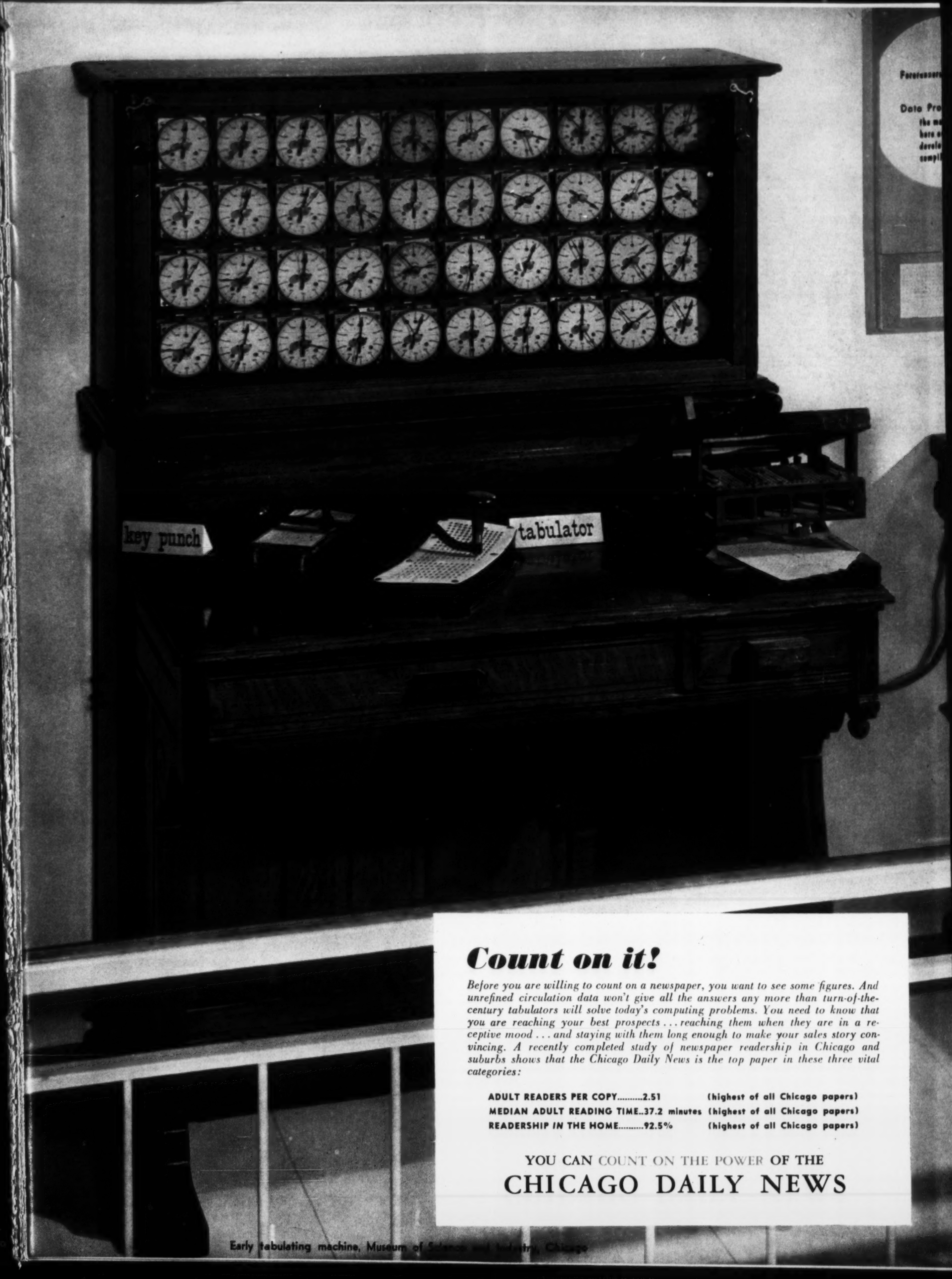
Liebmann's Rheingold lager beer continues to rank as the No. 1 seller in the New York metropolitan area. It sells throughout most of the middle Atlantic states. It also markets McSorley's ale in most of its territories, and early this year brought out a new product, Rheingold Scotch Brand ale.

Currently, Liebmann is virtually inactive on the Pacific Coast, having sold its Los Angeles brewery in 1957 to Theodore Hamm Brewing Co., St. Paul, Minn. However, it still owns the California Brewing Co. in San Francisco, but uses it only for manufacturing yeast for West Coast commercial and agricultural users.

■ The Brooklyn brewer during 1958 continued as a heavy user of newspaper and outdoor space and also of spot radio and television time. For several years it has had exceptional success with parodies of popular tunes on its radio and tv commercials. Last year it cashed in heavily, and still is, on a parody of the "Col. Bogey March" featured by Columbia Pictures in "The Bridge on the River Kwai." The jingle, which sets the "My beer is Rheingold the dry beer" theme to a rousing tempo, owes its inception to a London trip by Philip Liebmann, brewery president, in the course of which he saw the film. When he returned,

WHO WINS YOUR VOTE FOR
Miss Rheingold 1960?
COME INSIDE AND VOTE
WHO WINS YOUR VOTE FOR
Miss Rheingold 1960?
VOTE HERE

SALES BUILDER—*Helping keep Rheingold lager beer No. 1 seller in New York and No. 7 nationally in 1958, Liebmann Breweries' annual Miss Rheingold contest promotion drew hundreds of thousands of votes for six candidates screened from 1,500 models. "Election" ran six weeks in newspapers, magazines, tv, point-of-purchase and car cards. Foote, Cone & Belding is the agency.*



Early tabulating machine, Museum of Science and Industry, Chicago

Count on it!

Before you are willing to count on a newspaper, you want to see some figures. And unrefined circulation data won't give all the answers any more than turn-of-the-century tabulators will solve today's computing problems. You need to know that you are reaching your best prospects . . . reaching them when they are in a receptive mood . . . and staying with them long enough to make your sales story convincing. A recently completed study of newspaper readership in Chicago and suburbs shows that the Chicago Daily News is the top paper in these three vital categories:

ADULT READERS PER COPY..........2.51 (highest of all Chicago papers)
MEDIAN ADULT READING TIME..37.2 minutes (highest of all Chicago papers)
READERSHIP *IN* THE HOME..........92.5% (highest of all Chicago papers)

YOU CAN COUNT ON THE POWER OF THE
CHICAGO DAILY NEWS

he asked the agency, Foote, Cone & Belding, to prepare a jingle to fit the 1917 English march's stirring rhythm (AA, Feb. 17, '58). It is still being used with marked success.

No notable changes in the company's advertising program were made during the past year. It is still using all New York newspapers once a week, plus 68 dailies in New Jersey, Connecticut and Massachusetts, and color ads in the Sunday supplements of the *New York Daily News* and *New York Daily Mirror*. Its annual Miss Rheingold contest, which it has sponsored for the past two decades, continues to be featured each spring, with heavy emphasis on point-of-sale displays.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,548,483	$ 2,644,463
Magazines	236,897	306,937
Spot Television	488,470	667,780
Spot Radio	780,000	——
Outdoor	1,278,213	1,133,935
Total Measured	5,332,063	4,753,115
Total Unmeasured	3,999,937	3,500,000
Estimated Total Expenditure	9,332,000	8,253,115

MARKETING PERSONNEL

Sales

Frank Gottlieb, sales vp
Thomas Liebmann, vp
Theodore Grunek, assistant to the sales vp
John Liebmann, assistant vp
James Jackier, assistant vp
Walter Huelster, assistant vp

Advertising

Philip Liebmann, president
William L. Dye, advertising manager
Walter Liebmann III, associate advertising manager
Joseph Martinez, associate advertising manager
Alfred Grau, display manager
Wayne Dotson, sales promotion manager
Al Moore, vp public relations

ADVERTISING AGENCY

Foote, Cone & Belding, New York—Frank E. Delano, management representative; Paul K. Hogue, account supervisor; Robert Weenolsen, tv account executive; William Balancio, print account executive; William Scollon, account executive, Massachusetts.

Liggett & Myers Tobacco Co.

Liggett & Myers Tobacco Co., New York, the nation's 24th largest advertiser, invested an estimated $27,000,000 in advertising in 1958, of which $20,308,827 was in measured media. The 1957 appropriation was estimated at $25,000,000, of which $17,362,145 was in measured media. The 1959 ad budget is said to be running slightly ahead of the '58 spending level.

Net earnings after taxes in 1958 were up 10% to $31,223,008, the highest in the company's history, and net sales declined to $556,045,710. This compares with earnings of $28,273,607 and sales of $570,384,860 in 1957.

There was an upward trend in both sales and earnings at the end of 1958, which continued in the first quarter of this year. Sales were up 6% and earnings were 21% higher in the fourth quarter of 1958, due partly to a rise in Chesterfield's price. In the first quarter of 1959, sales increased 5% from $124,070,000 to $130,109,000, and earnings rose 18% from $6,004,000 to $7,082,000.

■ Liggett & Myers' two top brands, Chesterfield and L&M filters, both lost ground in the market place in 1958 with Chesterfield off 8.8% and L&M down 6.1%, according to *Business Week's* estimates. Sales of the Oasis menthol brand—offered in the soft, king-size pack in 1958—went up slightly.

Network tv remains the biggest gun in this cigaret maker's arsenal. The biggest gun of all is Matt Dillon of "Gunsmoke," one of tv's top rating shows. L&M filters are alternating on this longtime favorite. Another hit of the past season was the star-studded special, "Some of Manie's Friends," with all the L&M brands sharing the commercials.

However, from the over-all point of view, L&M's network tv programming has been very erratic. The line-up was shaken up at the end of the 1957-58 season, with a raft of newcomers booked on NBC. By the end of 1958, two of the newcomers were dropped and a third shifted to a different time spot in an effort to boost its rating. Still another shakeup came at the end of the 1958-59 season. Only two regular series, "Gunsmoke," and "Black Saddle," were renewed. Coming up are six new adventure, crime and western series, on which Liggett & Myers will share sponsorship. Most of these programs are on ABC.

■ One of the most talked about ad themes in 1958 was L&M's pervasive—"They said it couldn't be done!" The company is still hacking away with this phrase on radio, tv and in magazines and newspapers. It has picked up extra mileage through free plugs in comedy skits and cartoons. L&M is getting about as many ad dollars as the combined budget of Chesterfield and Oasis.

At the point-of-sale level, concentration was on a display rack program, with special attention given to seasonal and holiday mass-carton displays. These included three-dimensional, Father's Day-July 4th-vacation carton displays; Thanksgiving and Christmas attention getters; life-size, free-standing figures of James Arness of "Gunsmoke," and an Oasis smoke-ring carton display, which brought the Broadway spectacular right into the supermarket.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,983,298	$ 2,763,668
Magazines	2,898,916	2,415,264
Farm Publications	10,800	——
Network Television	10,849,983	8,181,373
Spot Television	1,865,830	4,001,840
Spot Radio	2,700,000	*
Total Measured	$20,308,827	$17,362,145
Total Unmeasured	6,691,173	7,637,854
Estimated Total Expenditure	$27,000,000	$25,000,000

*Spot radio not measured in 1957.

MARKETING PERSONNEL

W. B. Lewis Jr., sales vp

Advertising

L. W. Bruff, advertising director
E. W. Kyritz, assistant to advertising director
H. C. Robinson Jr., assistant to advertising director

ADVERTISING AGENCIES

McCann-Erickson, New York—Chesterfield and Oasis, C. Terence Clyne, senior vp; James E. Kleid, account supervisor; D. Johnson, account executive.

Dancer-Fitzgerald-Sample, New York—L&M filters—Clifford L. Fitzgerald, president and account director; F. T. Leighty, account supervisor; N. W. Lauchner, account executive.

P. Lorillard Co.

P. Lorillard Co., New York, is the nation's 23rd largest advertiser with total expenditures in 1958 estimated at $28,000,000, of which $24,930,720 was in measured media. The previous year's expenditures were estimated at $21,500,000, of which $12,537,000 was in measured media.

The boost of more than $12,000,000 in measured media last year was mainly attributable to broadcasting, with television accounting for more than $8,000,000 of the rise, and spot radio, measured for the first time, registering $1,200,000. Most of the remainder went to print media, newspapers getting about a $1,700,000 increase and magazines rising more than $1,000,000.

■ The cigaret maker's biggest triumph was with Kent, whose sales soared from 13.5 billion cigarets in 1957 to 37.5 billion last year, boosting its rank from 11th to 5th among all brands, according to a *Business Week* report. This was the second year of great success for Kent, which in 1957 shot ahead of its 3.5 billion the previous year, advancing from a rank of 14th to 11th.

Kent's latest victory moved it from the No. 5 spot among the filters to the second position behind Reynolds' Winston. Kent snared 25 billion of the total 37.5 billion increase among the filters in 1958. This represented about two-thirds of Lorillard's volume, with about 90% of the remainder being credited to Old Gold.

■ Largely because of Kent's dramatic growth, Lorillard's sales showed a phenomenal increase, by far the largest in its 199-year history. Net sales totalled $479,120,409, up 63% from the $293,415,430 in 1957. Net earnings were $27,037,083, a hefty increase of 135% above the $11,484,412 recorded in the previous year. The company's share of the cigaret market rose from 7.1% to 11.1%. At the annual stockholders meeting in April of this year, a two-for-one split of the company's common stock was approved.

Sales of Old Golds showed a decline from 15.8 billion cigarets in 1957 to 13.3 last year, but the brand has been showing moderate gains since the addition of the spin filter in July, 1958. Newport has been making continuing gains since its introduction in 1957. Sales rose from 1.0 to 2.8 billion cigarets.

Old Golds were revamped early last year and introduced in a new package as Old Gold straights with claims of reduced tar and nicotine content. The first major advertising push for the new straights was launched in July, 1958, in newspapers, radio, spot tv and network tv.

■ Another major development by America's oldest tobacco company was its introduction of a spin filter for its Old Gold filter cigarets. Lorillard, first cigaret manufacturer to make the less tar and nicotine claim, made the pitch again for the new filter, stating that "it forced the smoke to travel a circuitous route before emerging from the tip."

Latest addition to the company's cigaret line-up is the mentholated filter cigaret, Spring. Advertising for the king-size smoke, promoting a "wisp of menthol," broke in newspapers and on radio and tv spots in Philadelphia and Providence last July 20.

Maintaining its furious pace of new product developments, Lorillard brought out a new Havana blend, cork-tipped little cigar called Madison early this year. Advertising broke in newspapers in April with copy featuring a "new adventure in smoking pleasure." The company's other little cigar, 48-year-old Between the Acts, enjoyed a 10% increase in sales last year over 1957, Lorillard disclosed.

■ Television again was the primary medium used by the tobacco company, accounting for more than half of the total budget. Network video was allotted the heaviest increase; more than $4,500,000 in measured time costs. Lorillard spread its budget over the three major webs, using full or partial sponsorship of six nighttime shows. When the "$64,000 Challenge" received unfavorable publicity last fall, however, Lorillard quickly dropped the giveaway show from its schedule.

The cigaret maker more than doubled its spot tv budget, becoming the 11th largest user of this medium last year. Well over half of the $6,717,450 spent in spot video went to promote Kents, with Old Golds and Newports taking about equal shares of the remainder.

A new venture in the company's ad program was the institutional corporate advertising which broke last summer. Lorillard ran its initial "corporate image" ads in about 110 newspapers in 75 markets as well as in *Life* and *The Saturday Evening Post*, emphasizing its research efforts and running illustrations of its cigaret brands.

■ The only blue note in Lorillard's red-letter year was played by the Federal Trade Commission last fall when it enforced a nine-year-old cease and desist order against the company for claiming that its Old Gold brand contained less nicotine and tars and was less irritating to the throat than any other cigaret. The company contended that its recent ads were true because the new Old Gold was entirely different from the 1950 brand, against which the order was issued, and it now contained substantially less tar and nicotine than the majority of brands. The U. S. Court of Appeals saw things differently, and slapped a $40,000 fine against Lorillard in January of this year for its infraction. Subsequently, however, the FTC has agreed to Lorillard's request for a modification of the order, and the hearing is imminent.

With the company's business growth, several top echelon promotions were made at year's end. Lewis Gruber moved from president to chairman of the board, with Harold F. Temple, formerly vp and director of sales, taking over the president's spot. Manuel Yellen was promoted from vp and director of advertising to vp and director of sales. Formerly assistant director of advertising, H. Thomas Tausig became advertising manager.

Further evidence of the company's expansion was its move into new headquarters in New York. A branch control laboratory in Lorillard's Louisville, Ky., plant was also established to supplement its research center in Greensboro, N. C.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 5,924,520	$ 4,205,600
Magazines	1,171,413	118,900
Network Television	9,791,226	5,194,000
Spot Television	6,717,450	3,018,500
Outdoor	126,111	——
Spot Radio	1,200,000	——
Total Measured	24,930,720	12,537,000
Total Unmeasured	3,069,280	8,963,000
Estimated Total Expenditures	28,000,000	21,500,000

MARKETING PERSONNEL

Sales

Manuel Yellen, vp and director of sales
William A. Jordan, central sales manager
Arthur I. Corby, eastern sales manager
A. L. Dion, northern sales manager
John E. Murray, midwest sales manager
Frank P. Russell, west coast sales manager
F. W. Storm, director of sales promotion

Advertising and Marketing

H. Thomas Tausig, advertising manager
Richard F. Kieling, director of market research
George H. Whitmore, brand advertising manager

ADVERTISING AGENCIES

Lennen & Newell, New York—all brands—Guild Copeland, Lorillard corporate supervisor; David Laux (Old Gold filters); Frank Cambria (Kent); Elkin Kaufman (Old Gold Straights); Robert Kasner (Newport); Robert McGhee (Spring).

Robert Otto & Co., New York—export advertising—Robert A. Grant.

Miles Laboratories Inc.

Miles Laboratories, Inc., Elkhart, Ind., is the nation's 44th largest national advertiser, with total expenditures in 1958 estimated by Advertising Age at about $17,500,000, including $15,465,570 in measured media. In 1957 comparable figures were $16,500,000 and $12,790,919.

Of the 1958 measured media, $12,681,343 went to television—$7,895,950 for spot tv and $4,785,393 for network tv—comprising more than 70% of the total budget. Spot radio accounted for another $1,100,000 and network radio (not measured) probably was between $500,000 and $750,000. In a 75-year progress report to stockholders, Miles said 80% of its 1959 ad budget will be given over to tv, with radio taking 7% and other media getting 13%.

■ The company reentered network tv in 1954 after a three-year absence with an approximate expenditure of $695,892, and has been vastly increasing use of both network and spot tv each year thereafter. By 1957 tv expenditures totaled $11,440,941, or nearly 70% of the budget.

After steadily decreasing its network radio expenditure (no longer measured) below the $6,172,592 spent in 1954, Miles today limits its use of radio to spots on the theory that "spots give a lower cost per thousand listeners than the same commercials placed in network shows." Its last network radio broadcast was "CBS News" in November, 1958.

■ Miles says its business actually was built on radio advertising, but that in recent years television has proved to be the best possible medium to tell its product story. The company began its national advertising in 1929, but as early as 1893 spent $200,000 for advertising, mostly in calendars and almanacs. Since 1930, Miles has backed up product promotion with in-store merchandising aids. From 1934 until 1957, Miles furnished and installed huge window displays in drug stores, but discontinued this technique in 1957 when modern design of store fronts eliminated much of the display area.

In 1958, the company's estimated $2,034,430 or more unmeasured media expenditure went into medical and drug publications for Ames Co., for direct mail for Ames and other divisions, and to network radio, point of sale materials and transportation advertising for Miles products.

■ Of the 1958 total ad expenditure, Miles Products division accounted for by far the largest amount—more than $16,000,000. Ames Co., ethical pharmaceutical subsidiary, spent about $1,000,000—$650,000 in direct mail and $350,000 in journals. This was down slightly from the $1,250,000 ($850,000 for direct mail and $400,000 for journals) spent in 1957 for Ames, but the 1959 Ames total is expected to be back up to the 1957 level.

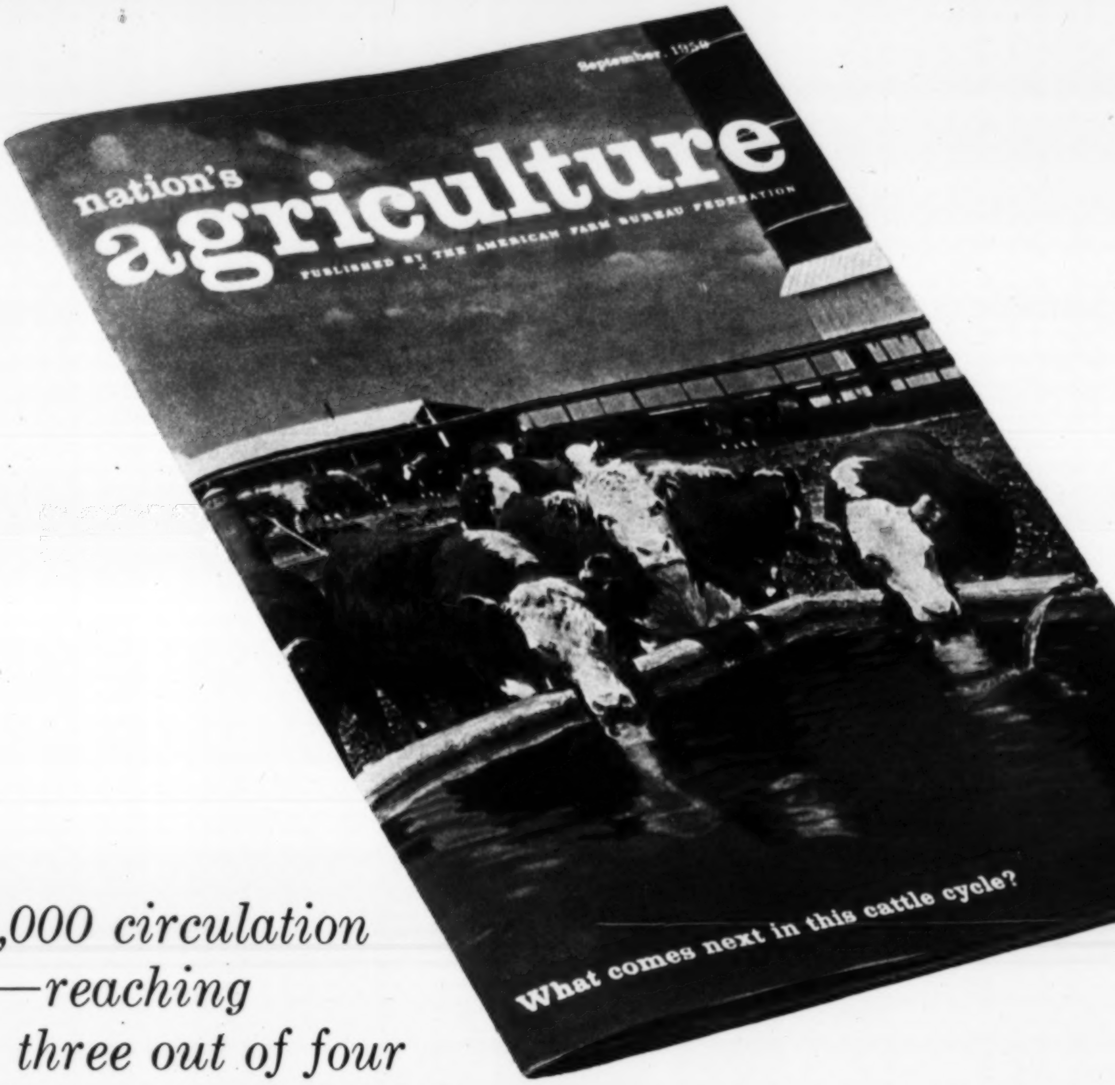
Miles is continuing to increase its advertising expenditures to keep pace with climbing sales, and probably will spend more than $18,000,000 in 1959.

■ Miles Laboratories, which produces and distributes chiefly home medicinal remedies, also markets a line of professional pharmaceutical products and organic chemicals. Early in 1958 Miles formed Miles Products, a division which markets the company's home remedies in the U.S. These include Alka-Seltzer, One-A-Day vitamins, Bactine and Miles Nervine. The other divisions are Ames Co., Miles Chemical Co. and Miles International.

Miles sales, which have been climbing for the past 18 years, and have more than tripled in the past 10 years, reached a new high in fiscal 1958. Consolidated net sales reached $62,646,000, an increase of 11% over consolidated sales of $56,337,115 in 1957. Beginning with the 1958 fiscal year, sales of Miles' foreign subsidiaries have been consolidated with those of the parent company. Previously only the export sales made from the U.S. had been included. Sales in foreign markets for 1958 accounted for 18.8% of the consolidated sales, compared with 19.7% in 1957. Worldwide gross 1958 sales were $66,000,000, up 11.1% from world gross sales of $59,500,000 in 1957.

■ Consolidated net earnings for 1958 were $4,002,120, up 6% from $3,775,642 in 1957. Net earnings represented 6.4% of sales for 1958,

Now in four color –


September, 1959
nation's
agriculture
PUBLISHED BY THE AMERICAN FARM BUREAU FEDERATION
What comes next in this cattle cycle?

1,600,000 circulation
—reaching
three out of four
organized farmers
in the United States

Beginning with the September, 1959 issue, Nation's Agriculture offers beautiful four-color letterpress printing on back cover, second cover and third cover . . . on coated stock.

Four-color advertising on coated stock is also available for other single pages, special inserts and gatefolds in the new Nation's Agriculture.

To meet the needs of advertisers with special sectional sales or advertising problems, Nation's Agriculture can now print special copy, pictures or complete ad changes.

It can also offer regional advertising (in page copy or more) with circulation tailored to your distribution patterns.

The magazine for decision-making farmers—published monthly by
★ ★ ★ THE AMERICAN FARM BUREAU FEDERATION ★ ★ ★
—only truly national farm organization in the United States

NATION'S AGRICULTURE • MERCHANDISE MART • CHICAGO, ILL.

The Chemical Engineer snaps 5,000,000 pictures every day

Photographic film, development fluids, light fast dyes, high-purity chemicals, printing paper . . . a few more contributions to enjoyable living by the Chemical Engineer and his technology.

Wherever you find chemical processes in use in industry—and the range is immense, from photographic film to rocket fuels—the chemical engineer is always the common buying-specifying focus. He is responsible for profitable application of the technology that ties this industrial complex into one huge marketplace for equipment, raw materials and services. Sell him first, and you've sold the CPI. And-make sure you keep him sold.

The one sure way of getting your message to this man is through CHEMICAL ENGINEERING—preferred by a 3 to 1 margin among chemical engineers in all functions, in all industries. They get it every other Monday, read from cover to cover. 1958 Starch "Noted" scores were up 11.3%, "Read Most" score jumped 28.7%, inquiries were 15.5% above 1957's monthly issues. CHEMICAL ENGINEERING, McGraw-Hill Building, New York 36, N. Y.

Chemical Engineering

Published every other monday for Chemical Engineers in all functions compared with 6.7% the previous year.

Current year sales and earnings appear to be heading for a new record, with consolidated net sales of $34,006,387 reported for the first half of 1959. This compares with $30,464,991 for the same period in 1958. Earnings for the first half of 1959 were $2,045,046, compared with $2,001,237 for the same period in 1958.

Miles credits 1959 sales and earnings gains principally to the increased sales of vitamin products. The 1958 first half and particularly first quarter gains over 1957, which were abnormally large, were attributed to an unusual gain in Alka-Seltzer sales resulting from a flu epidemic.

■ Alka-Seltzer, the company's major product, contributed 60% of total sales in 1958, compared with 65% in 1957 and 66% in 1956. One-A-Day vitamins contributed 19.3% of 1958 sales, compared with 15.5% in 1957. Pharmaceuticals contributed 10% of both 1958 and 1957 sales, and chemicals contributed 5% of '58 sales and 4% of '57 sales. Sales of all home products represented 85% of 1958 sales volume, compared with 86% of 1957 sales volume.

For the past several years, Miles has been engaged in a program of diversification, both by market and by product. The product diversification efforts have increased the importance of Miles products other than Alka-Seltzer, as evidenced by the increasing percentage of Miles, other products to total sales and the decreasing percentage of Alka-Seltzer to total sales.

■ Alka-Seltzer still is the leading product in its field and its sales are continuing to grow. During 1958, Miles put into use high-speed cartoning machines enabling the packaging department to increase Alka-Seltzer production by 30%. Alka-Seltzer—which actually competes in two markets, as a remedy for headaches and as a remedy for stomach upsets—is far out in front as a stomach upset remedy, and is among the top three or four products in dollar volume in the headache remedy market, with probably a 20% share of that market. Of the home remedies, which account for more than 90% of the Miles total ad budget, Alka-Seltzer gets by far the largest expenditure.

As part of its diversification program, Miles presently is considering possible acquisitions of other companies which might fit into any of its own divisions and the addition of new products from its own research. The company has voted to build a $1,500,000 research center and plans to start construction this year. During 1958, Miles invested $2,000,000 in research and medical activities. These expenditures accounted for 3.7% of 1958 sales.

■ The Miles history falls into three major eras. First was the period from 1884 to 1930 when Dr. Miles Nervine was the principal product and the company's promotion was done by almanacs and calendars. By 1930 Miles was doing a volume of around $2,000,000 a year, with a few more than 200 employes. There was almost no foreign business. The next period, from 1930 through 1945, was noted for the introduction and the rapid growth of Alka-Seltzer. The company started its professional pharmaceutical division with Ames Co., and a diversification program began. During this period sales volume climbed from $2,000,000 to $16,000,000. The present day era runs from World War II until now. This period saw continued growth of Alka-Seltzer, the rapid development of vitamins and the company's entry into the chemical business through purchase of Sumner Chemical Co. and later Takamine Laboratories.

Early last year Miles began a marketing reorganization which resulted in its four present operating divisions. Miles Products now markets the home remedies in the U.S.

■ Ames Co., a wholly owned subsidiary, markets professional pharmaceutical products to the medical profession. Ames' principal products fall into two groups: diagnostic aids, the most important source of sales volume, and therapeutic specialties. During 1958 Ames introduced two new products: Uristix, a paper strip test to determine sugar and protein in urine, and Phenistix, a paper strip test for phenylketonuria. So far in 1959 Ames has introduced two new products: Combistix, a combination dip-and-read urine test for glucose, protein and pH, and Clinilab, a diagnostic kit for physicians' offices. Another new Ames product is scheduled to be introduced in September.

Miles Chemical Co., a division of Miles Laboratories, was formed early this year from the former Sumner Chemical Co., maker of organic chemicals, Takamine Laboratories division, maker of enzymes, and Miles citric acid operations, which now are being enlarged. Physical properties for the activities are in Zeeland, Mich., Clifton, N.J., and Elkhart, which is headquarters for the division.

■ Howard F. Roderick, who joined Miles last fall from International Minerals & Chemicals Corp., is president of the division and a vp and director of the parent company. Miles Chemical Co. is anticipating rapid growth in three main areas: (1) citric acid and related compounds, from an enlarged plant which will double previous output, (2) a new polymeric dialdehyde, Sumstar, which Miles expects will find large-volume applications in a broad range of industries including textiles, paper, plastics, leather and adhesives and (3) enzyme production, particularly those applicable to the animal and poultry feed industry, is being expanded.

Although Takamine enzymes have been used experimentally in animal and poultry feeds since 1924, recent research has uncovered more about specific benefits of these organic catalysts. Hence, many feed companies now are test- the performance of Takamine feed enzyme materials in their own feed formulas. During the year Miles liquidated its Ernst Bischoff Co. subsidiary at Ivoryton, Conn., and transferred the manufacture of Bischoff products to Elkhart.

■ The fourth operating division, Miles International, is responsible for marketing Miles and Ames products in more than 100 countries. The manufacturing plants are located in Sao Paulo, Brazil; Cali, Colombia; Mexico City; Toronto, and Bridgend, South Wales. Two plants are under construction in Buenos Aires and Paris.

While Wade Advertising remains the principal Miles agency, as it has been since 1917, Miles Products division in June this year named Henderson Advertising Agency, Greenville, S. C., to handle advertising for new products. Klau-Van Pietersom-Dunlap was appointed in May to handle advertising for the new Miles Chemical Co. KVPD took over promotion for Sumner products handled by L. W. Frolich, which continues to handle Ames domestic advertising, and for Takamine products handled by Robert H. Otto & Co., which continues on Miles and Ames export.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 775,377	$ 427,418
Magazines	463,450	476,075
Farm Publications	———	45,185
Business Publications	445,400	401,300
Network Television	4,785,393*	5,048,301
Spot Television	7,895,950*	6,392,640
Spot Radio	1,100,000	**
Total Measured	15,465,570	12,790,919
Total Unmeasured	*2,034,430	3,709,081

this is money... Readers of the Rotarian Magazine have an average annual income of $14,429.

this is influence... 90% of Rotarian Magazine readers play an active part in company buying. 53% are active in local, regional and national civic and community affairs.

this is spending... 82% are active travelers—take more than 12 trips a year. 84% own their own homes.

this is The Rotarian magazine, which brings you this wealthy, influential audience of 357,390 subscribers at the low, low cost of $3.69 a thousand.

We'll be happy to send you a complete study of THE ROTARIAN Reader, done for us by Market Facts, Inc.

Send for the study of REVISTA ROTARIA too! It's the Latin American counterpart of THE ROTARIAN with a circulation of 43,462.

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The Rotarian
The ROTARIAN
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The ROTARIAN

Estimated Total Expenditure	17,500,000	14,500,000

*These measured figures for television do not allow for frequency discounts and therefore are believed somewhat high. The unmeasured total has been lowered accordingly, so that the estimated total expenditure is believed correct.

**Not measured in 1957.

MILES PRODUCTS

MARKETING PERSONNEL

Perry L. Shupert, vp, sales and advertising
Henry Schmidt, merchandising director
Harold J. Beeby, advertising manager
James J. Mahoney, sales manager

AMES CO.

MARKETING PERSONNEL

Edward L. Miles, vp for marketing

Sales

C. V. Owens, field sales manager
Hugh O'Malley, manager of trade relations
J. G. Thomas, sales promotion manager
C. E. Rhyne, vp and general sales manager—Ames of Canada

Advertising

Charles J. Kalt, advertising manager

MILES CHEMICAL CO.

MARKETING PERSONNEL

Lewis D. Williams, sales manager, Sumner products
William J. Ferracone, sales manager, Takamine products

MILES INTERNATIONAL

MARKETING PERSONNEL

M. Perez, consumer products, Western Hemisphere-(Miles Pan American; Elkhart)
S. Boyce, professional products, Western Hemisphere (Ames International, Elkhart)
R. White, sales manager, Canada (Miles Laboratories Ltd., Toronto)
J. Clitheroe, Miles products, Eastern Hemisphere (Miles Laboratories Ltd., London)
T. Black, Ames Products, Eastern Hemisphere-(Miles Laboratories Ltd., London)

ADVERTISING AGENCIES

Wade Advertising, Chicago—Miles consumer products—Hal H. Thurber, group supervisor.

Wade Advertising, Hollywood—Miles California Co., a sales subsidiary which handles all products in California, Washington, Oregon and Hawaii—Forrest Owen Jr., account supervisor; Snowden Hunt and Isabel Beasley, account executives.

Henderson Advertising Agency, Greenville, S. C.—new products for Miles Products division—J. M. Henderson, account supervisor; J. B. Majette Jr., account executive.

Klau-Van Pietersom-Dunlap, Milwaukee—Miles Chemical Co., E. E. Cooper, account executive; Lyle Abbott, account supervisor.

L. W. Frohlich & Co., New York—Ames domestic and Canadian, Charles Lewis, account supervisor; E. B. Schuessler, account executive. Agency also handles Miles Products' advertising to the medical profession.

Robert H. Otto & Co., New York—Miles International and Ames International, Richard J. Daley, account executive.

Foreign Advertising Agents: The London Press Exchange Ltd., London (Great Britain and Eire only), R. L. Sykes, managing director; George Patterson Pty. Ltd., Sydney (Australia only), L. W. Farnsworth, managing director.

Mobil Oil Co.

Mobil Oil Co., domestic division of the Socony Mobil Oil Co., the 64th ranking national advertiser, invested an estimated total of $11,746,000 in all advertising and promotion in 1958. In 1957, Mobil spent an estimated $12,600,000. In both years, the totals included about $2,100,000 spent on advertising and promotion by two affiliates in the U. S., Magnolia Petroleum Co. and General Petroleum Corp. In 1958, Mobil's measured media spending amounted to $6,263,363, as compared with $4,625,100 invested in 1957.

Last year, the ADVERTISING AGE marketing profile was headed "Socony Mobil Oil Co." and the profile covered the U. S. operations of Socony Mobil (AA, Aug. 25, '58). Effective last March 1, the company changed its organization. It created two new operating divisions: Mobil Oil Co. (for the U. S. and Canada), and Mobil International Oil Co. (for countries in the Free World). The parent corporation known as Socony Mobil Oil Co. is now "primarily concerned with policy-making, planning and worldwide coordination" and it does no advertising itself. Therefore, the reorganization and the name change to Mobil Oil Co. for all operations in the U.S. do not alter the data in this profile.

■ One of the biggest oil companies in the world, Socony Mobil has a sales revenue of $2,885,683,941 in 1958. The 1957 figure was $2,976,103,847. Net income per share last year was $3.24, compared with $4.63 in 1957. The company sold "more" crude oil and petroleum products last year than in 1957, but the prices received "were, in many instances, depressed." Net income for 1958 was $156,785,712, compared with $220,432,894 in 1957. Net income for the first quarter of 1959 rose 22.5% above the same period last year. Earnings went from $36,900,000 to $45,200,000.

Advertising of various Mobil products shaped up something like this in 1958.

The $1,709,593 spent in network tv pushed Mobilgas and Mobiloil and service; another $732,375 pushed these products in magazines. Gas and oils got a $1,968,454 ride in newspapers, while $147,484 was spent in magazines on Mobil car services. Another $127,948 went into the magazine promotion of Mobil farm products. General Petroleum, the affiliate, put $98,270 into tv spots last year, almost entirely to back Mobilgas and Mobiloil. It also invested $712,960 in newspapers and $3,420 into magazines. The other affiliate, Magnolia, put $185,920 into tv spots for the gas and oils and spent another $154,605 in newspapers. In August, Mobil and Magnolia announced a six-month program in which they would spend $750,000 to encourage better service at their stations for motorists.

The company's marketing organization was revamped in the latter half of 1958. The sales force was regrouped to provide better service for customers, and more authority was given to people in the field. In addition, Mobil started a new oil industry practice by introducing its improved gasoline, 1959 Mobilgas Special, to coincide with the arrival of the first 1959 cars in dealers' showrooms.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$2,836,019	$ 2,563,252
Magazines	1,184,760	1,281,507
Farm Publications	260,346	311,605
Business Publications	100,000	391,100
Network Television	1,709,593	375,750
Spot Television	———*	1,139,720
Outdoor	134,445	427,347
Total Measured	$6,225,163	$ 4,625,100
Total Unmeasured	3,420,837	5,858,210*
Estimated Total Expenditure	$9,646,000**	$10,483,310*

*Affiliates Magnolia and General Petroleum put $185,920 and $98,270 into TV spots.

**Plus about $2,100,000 spent by Magnolia and General Petroleum. This would give Mobil a 1958 total of $11,746,000 and a 1957 total of $12,583,310.

■ The above figures for measured media were compiled by independent measuring organizations. According to Mobil, the money it spent in measured and unmeasured media last year was invested as follows:

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,899,000	$ 2,508,000
Magazines	1,545,000	1,433,100
Farm Publications ..	332,000	324,800
Business Publications	295,000	283,300
Network Television	2,900,000	330,000
Spot Television	96,000	1,763,650
Outdoor	259,000	519,400
Total Measured ....$	8,326,000	$ 7,172,250
Total Unmeasured	3,420,000*	4,625,100
Total Expenditure	$11,746,000	$11,797,350

*Includes $152,000 for spot radio and $261,254 for printed boards and spectaculars not included in "outdoor."

Included in each total expenditure, for 1958 and for 1957, is about $2,100,000 invested in advertising by the General Petroleum and Magnolia affiliates.

MARKETING PERSONNEL

Sales

V. A. Bellman, marketing vp (director of domestic marketing)
Glenn L. Werly, domestic marketing manager
Baxter F. Ball, sales manager

Advertising

J. D. Elgin, advertising manager

Public Relations

Paul Woolstadt, manager

ADVERTISING AGENCY

Compton Advertising—all products—Lawrence Dunham, account supervisor; Wells Brown, Joel McPherson and James Sage, account executives; Martin Hansen, marketing account executive.

Philip Morris Inc.

Philip Morris Inc., New York, the nation's 31st largest advertiser, invested an estimated $23,000,000 in advertising in 1958, of which $19,147,558 was in measured media. The 1957 appropriation was estimated at $20,000,000, of which $18,254,943 was in measured media. This year the company's ad expenditures are believed to be running at about the 1958 pace.

Sales for the year ended Dec. 31, 1958 were $440,833,708, an alltime high and an increase of 7.8% over the 1957 figures of $408,813,852. Net income of $17,089,913 compared with $15,759,439 in 1957, an increase of 8.4%. The rising trend continued during the first quarter of 1959, with sales of $105,445,063, against $99,383,411 for the comparable period the preceding year.

The brand which bears the name of this tobacco company was in trouble. *Business Week* estimated that there were 2,600,000,000 fewer Philip Morris cigarets sold in '58 than in '57, for a percentage drop of 16.8%. But the company reported that this decline slowed measurably toward the end of the year and that the drop in sales was proportionate with other unfiltered brands.

■ There were happier sales results for Marlboro, up slightly in total sales and in ninth place in the country among all brands, and for Parliament, the recessed filter, which was up 235%.

With the Philip Morris brand in a tailspin it was no surprise when it was decided to bring in a new agency to replace N. W. Ayer & Son on this account. The "new" agency turned out to be Leo Burnett Co., which had scored such a spectacular success with its Marlboro promotion. The account switch was effective in September.

Toward the end of the year a familiar PM salesman began to make a comeback on radio and tv. He is the company's living trademark, Johnny the Bellboy, as played by Johnny Roventini. He was back sounding out his loud "Call for Philip Morris" as he did in the days when that brand was one of the country's leading cigarets.

■ Marlboro is the favored member of the PM family from the budget point of view. It gets about half of the company's total ad dollars. This is more than twice the Philip Morris brand's billings, which are only about $1,000,000 ahead of those for Parliament. Benton & Bowles still handles the latter brand, but it lost Benson & Hedges filters early in 1958 to Doyle Dane Bernbach. In July, Philip Morris Inc. purchased most of the outstanding stock of Benson & Hedges (Canada) Ltd., Montreal, and started an expansion program for the Canadian cigar and cigaret company. It was to be used to market PM brands in Canada.

In December, 1958, the company started testing a new menthol, Mayfield, in Oregon and Washington. It was plugged as the "Fresh new way to smoke." In mid-1959 still another new menthol, Alpine, went on sale in Albany, Rochester and Schenectady; by July the company announced that national distribution was under way. Burnett is handling Mayfield and Doyle Dane Bernbach has Alpine. So far Philip Morris has showed no signs of being ready to move either of these newcomers into other territories. The old menthol, Spud, is moderately active in advertising these days.

One of the companies which was momentarily disenchanted with network tv, despite early rating successes with "I Love Lucy," this cigaret maker returned to the medium in 1957. The three major brands are featured regularly on about two shows each. Philip Morris buys almost as much spot as network tv; syndicated packages as well as spot announcements are used. Accounting for the rest of the measured media budget are newspapers, with more than $5,500,000, magazines with more than $2,000,000 and outdoor with nearly $2,500,000.

Mayfield
Mayfield
Alpine

NEW—*After hiking sales 7.8% to a record $440,833,708 in 1958, Philip Morris Inc. aimed at more increases in 1959 as it introduced Alpine nationally in July. Mayfield started tests last December but no signs of expansion were seen.*

There were quite a few shifts in the marketing and advertising personnel in the below-the-vp level. Robert B. Twiddy left as assistant to the ad director to become a K&E account executive. Thomas S. Christensen shifted from marketing to advertising, where he was given the title of advertising manager. Brand advertising managers were dropped out of the company's organizational parlance. The men who held these titles in last year's profile now show up as marketing brand managers.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	5,572,421	$ 5,464,195
Magazines	2,084,078	2,991,066
Business Publications	———	50,000
Network TV	4,967,012	3,942,904
Spot TV	4,066,710	4,941,470
Outdoor	2,457,337	856,308
Total Measured	19,147,558	18,254,943
Total Unmeasured	3,852,442	1,754,057
Estimated Total Expenditure	23,000,000	20,000,000

MARKETING PERSONNEL

George Weissman, vp, director of marketing
Perry Leary, brand manager, Marlboro
H. Blakeney Henry, brand manager, Philip Morris
John R. Landry, brand manager, Parliament
Alan Bick, brand manager, Benson & Hedges, Alpine
Ed Early, brand manager
James C. Bowling, director of public relations
Jetson Lincoln, director of marketing research

Sales

Ray Jones, vp, sales
John R. O'Connor, national sales manager
George J. Karnal, assistant to national sales manager
Robert Larkin, director of chain store sales
J. Dieleman, regional sales manager, Chicago
Max Berkowitz, regional sales manager, New York
M. B. Beckwith, regional sales manager, Philadelphia
J. M. Allen, regional sales manager, Atlanta
G. E. Winter, regional sales manager, Los Angeles
Bree Johnson, regional sales manager, Houston
C. E. Lloyd, regional sales manager, Minneapolis

Advertising

Roger M. Greene, vp, advertising
Thomas S. Christensen, advertising manager
Hamish Maxwell, advertising business manager

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Marlboro—Owen Smith, account supervisor; Dick Halpin, account executive, radio and tv, and John Benson, account executive, print. Philip Morris and Mayfield—Charles Tennant, account supervisor; Ray Markman, account executive, Philip Morris; Don Reed, account executive, Mayfield.

Benton & Bowles, New York—Parliament—H. O. Pattison and Crawford Bladgen, account supervisors; William Apy and John Sheedy, account executives.

Doyle Dane Bernbach, New York—Benson & Hedges, Spud and Alpine—Charles C. Rollins, account supervisor.

National Biscuit Co.

National Biscuit Co., New York, the 37th ranking advertiser, invested an estimated $21,013,565 in all advertising in 1958. In 1957, the company put an estimated $21,000,000 into promotion, and in 1956, the figure was $20,900,000. Measured media got $12,238,565 of Nabisco's promotional money last year, as compared with $12,856,761 in 1957.

Nabisco sales last year amounted to $413,300,000, a decline of $11,200,000 from the record 1957 total. Net profit last year was $22,100,000—just about the same as in 1957. Per share profits in 1958 came to $3.18—identical with the previous year's figure.

Sales for the first quarter of 1959 amounted to $101,468,822, down slightly from the $101,691,000 reported for 1958's opening quarter. Net earning for the opening three months this year were slightly higher than a year ago. This year, profits amounted to $5,180,521 or 74¢ a share of common stock; last year's figures were $4,995,533 and 71¢ a share.

■ Nabisco, which markets crackers, cookies, cereals, dog foods and other products, introduced the following new items in 1958: date and nut cookies, Dutch pretzels, Frutana, mint sandwich, Nabisco sugar wagers, (new cello pack), Ritz crackers (stack pack), Snickerdoodles cookies, vanilla fudge sandwich and non-melting coverings on a line of enrobed sweet goods.

A new biscuit and cracker bakery was opened at Fair Lawn, New Jersey, to replace the company's former New York City bakeries, now closed. A research center, adjacent to the Fair Lawn operation, was also opened in 1958.

■ The following changes took place in the Nabisco advertising operation between January and March, 1959: Harry F. Shroeter was named director of the new general advertising department, which has responsibility for coordinating advertising for all Nabisco divisions. Craig S. Carragan, previously general advertising manager of the biscuit division, was named director of advertising, succeeding Mr. Schroeter. George M. McCoy, formerly marketing vp with Borden Foods, was named director of marketing of the special products division, a new post. Harry J. Watson, previously assistant to the director of sales in the special products division, was named promotion manager of the division, another new post. Robert J. Gillen Jr., earlier with J. M. Mathes, was named advertising manager of the bread division.

Nabisco, which continued to sponsor "The Adventures of Rin Tin Tin" on the ABC Network and "Sky King" on a nationwide spot basis, increased its television advertising by going into co-sponsorship of "Wagon Train" (on NBC-TV). It also participated as a sponsor of four day-time shows on NBC-TV: "County Fair," "Concentration," "Dough-Re-Mi" and "Truth or Consequences." The advertiser's annual report said "the purpose of this extended use of television is to bring more frequent visual messages about our products to a greater number of people."

■ Last September, Nabisco announced the "biggest promotion for a single cracker product in history." This involved Premium Saltine crackers, which got color spreads in *Life*, *Look* and *The Saturday Evening Post* and color pages in *Everywoman's Family Circle*, *Seventeen*, *Sunset Magazine*, *Woman's Day* and *Western Family*. Junior spreads were used in *Family Weekly*, *Parade* and *This Week Magazine*. The promotion also used four of Nabisco's television vehicles.

Leading National Advertisers Inc. reported that $759,641 was put behind Premium Saltines in 1958 (magazines, supplements and network tv). Nabisco cookies got a $605,770 push. Other figures for the same media: Dromedary mixes, $182,240; Nabisco bran cereal, $107,888; Nabisco shredded wheat, $193,000; Nabisco snacks, $206,535; Ritz crackers, $260,320. Newspapers got $ 2,058,735 for various cracker advertising; $401,001 for Milk-Bone and $217,336 for Dromedary cake mix out of a total of $2,982,993 put into that medium.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,982,993	$ 3,362,597
Magazines	946,974	1,013,274
Business Publications	237,800	190,000
Farm Publications	——	91,104
Network Television	3,596,818	2,247,934
Spot Television	4,022,960	5,882,320
Outdoor	451,020	129,532
Total Measured	$12,238,565	$12,856,761
Total Unmeasured	*8,775,000	8,143,239
Estimated Total Expenditure	$21,013,565	$21,000,000

***Includes an estimated $600,000 in radio (for breads, Ritz crackers, Premium Saltines and other products); and an estimated $1,525,000 for talent and other television costs.**

MARKETING PERSONNEL

Harry F. Shroeter, director, general advertising department
Craig S. Carragan, director of advertising
George M. McCoy, director of marketing, special products division
Harry J. Watson, promotion manager, special products division
J. M. Mathes, advertising manager, bread division

ADVERTISING AGENCIES

McCann-Erickson—biscuits and crackers—Farish A. Jenkins, management service director; A. J. Roby Jr., group head; Gilbert W. Harrison, John T. Newman, David M. Ricaud, account executives.

McCann-Erickson—bread—August F. Guckenberger, account executive.

Kenyon & Eckhardt—cereals and pet foods—Donald M. Smith Jr., account supervisor; Sidney B. Silleck Jr., senior account executive; John Gardner and Wendell Phillips, account executives.

Ted Bates & Co.—Dromedary products Robert S. Congdon, account supervisor; Donald L. Wert, account executive.

Needham & Grohmann—hotel and institutional advertising—H. V. Grohmann.

National Dairy Products Corp.

National Dairy Products Corp., New York, is the nation's 12th largest advertiser with total 1958 expenditures of $38,500,000 reported by the company. Of this, $21,557,068 was in measured media. The company reported its 1957 expenditures as $38,600,000. Of this, $21,480,337 was in measured media. Advertising and sales promotion represent about 2.7% of sales.

Sales in 1958 rose 1.3% and earnings rose 3.4% to set record highs. 1958 gross sales were $1,451,245,000, up from $1,432,319,000 achieved in 1957. Net earnings were $45,545,000 in 1958, compared with $44,059,000 in 1957.

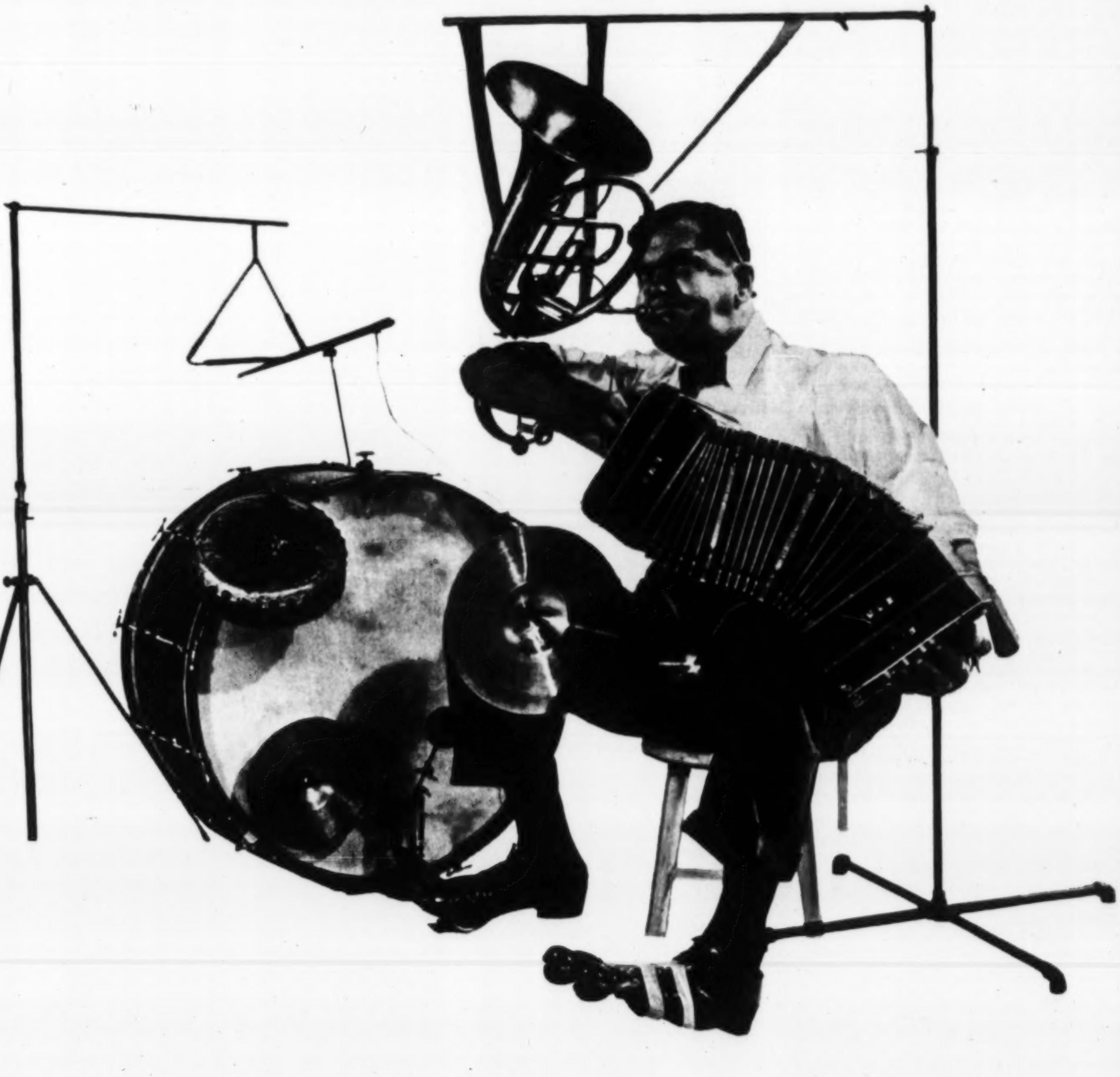
Foreign net sales in 1958 rose 2.6%, but net earnings dropped 30% "due to the continued expenses connected with putting the plants built during the past few years into efficient production; strengthening our sales and distributing organizations, and introducing new products." Overseas sales were $97,140,560 in 1958, rising from $95,599,784 in 1957. Net earnings were $2,323,568, down from $3,289,801 in '57.

■ Domestic sales and earnings continued to set new records during the first half of '59. Net sales were $738,793,162, up 2.3% over $722,402,062 in the first half of '58. Net profits were $23,592,337, as against $22,488,110 in the 1958 half, an increase of 4.9%.

Announcing these new records, President E. E. Stewart said that sales "would seem to indicate that the company's substantial expenditures for advertising and merchandising combined with our continuing program for expansion and improvement of distribution facilities, are making an important contribution to business growth."

■ When it was founded in 1923, National Dairy did business in only two markets—Pittsburgh and Chicago—and sold only two products, milk and ice cream. Today it is the largest company in the dairy products field and is the largest producer of cheese, ice cream and salad dressings. It vies with Borden's as the leading seller of fluid milk, and Kraft mayonnaise is second only to the Best Foods products. Parkay margarine is holding its own as the country's No. 2 margarine.

For the past few years, the company has been integrating its former subsidiaries into operating divisions, and it now is organized into six operating divisions: (1) Kraft, which accounts for about 50% of the company's sales, with its more than 200 products including cheese, mayonnaise, salad dressings, margarine, sandwich spreads, cooking oils, shortenings, condiments, confections, preserves and jellies; (2) Sealtest Foods, under which is grouped most of the company's fluid milk and ice cream regional and local operations, including Breyer's ice cream distributed in the central Atlantic



TELL HIM HE CAN SELL MORE IN PEORIA

Some markets absorb a lot of drum-beating and horn-blowing – and you still wonder if you've been heard above all the other noise. It's so much easier to sell more in Peoria, where one newspaper virtually reaches all of the booming, buying population. Remember that you can make sweeter cash-register music in some markets than in others...and Peoria is one of them.

PEORIA JOURNAL STAR

WARD GRIFFITH CO., NATIONAL REPS.

states; (3) Breakstone Foods, maker of soft cheese, sour cream, and other dairy products for the eastern seaboard; (4) Humko, refiner and distributor of vegetable oils and shortenings; (5) Sugar Creek Creamery, one of the largest producers of quality butter; and (6) Metro Glass Co., supplier of glass containers to National Dairy as well as other companies in the food, beverage, household products and cosmetics industries.

■ On the marketing front in 1958, a new marketing group was set up by Kraft to handle industrial products—the new group being established when sales of these products climbed 8.5% over the set goal in 1958. These products include animal and poultry feed supplements, bakery products, chocolate powder, stabilizers for ice cream, chocolate milk, etc., powdered shortening and cheese flavor.

New consumer products introduced by Kraft during 1958 included Kraft spaghetti dinner (Italian style), Kraft Jet-Puffed marshmallows made by a new process to insure longer lasting softness, Kraft barbecue sauce, vanilla and chocolate flavored caramel sauces, and strawberry and pineapple toppings in 8 oz. jars.

New packaging at Kraft included a new bottle and label for Kraft Oil; a new 10-oz. stick form, ready for cracker-size slicing, for Cracker Barrel Cheese; and aluminum canisters for Imperial Cheddar Club cheese.

■ Sealtest's Dip'N Dressing was introduced, along with new packaging for Sealtest ice cream and Sealtest's spring garden salad cottage cheese. Breyer's ice cream packages were redesigned, featuring the familiar leaf design, with flavors more quickly identifiable.

Kraft's institutional line was increased during the year with the addition of instant potatoes, instant cocoa, Flavorizer (food seasoning), pie fillings and puddings (butterscotch, chocolate, vanilla and lemon), gelatin desserts (strawberry, cherry, raspberry, lemon, lime and orange), jellies (red currant, grape and apple) and preserves (blackberry, black raspberry, grape, peach, strawberry, and orange marmalade), and a complete line of olives, both green and ripe.

A research and development division was set up in January, 1958, to coordinate the activities of all the company's laboratories. Plans were also announced for a new central laboratory to be built next to the present research facility at Glenview, Ill.

■ During 1958, the Sealtest division was redesignated the Sealtest Foods division. Its advertising program included a magazine schedule in *Life* and *Reader's Digest*, a "substantial" newspaper r.o.p. plan, 24-sheet posters promoting ice cream during the four summer months, plus the "Shirley Temple Storybook" (NBC-TV).

In the fall of '58, it jointly sponsored "Bat Masterson" (NBC-TV) with Kraft, the first time the two divisions had been co-sponsors. The western occupied the second half hour of the time period held by Kraft Theater before its eleven-year run ended in September, 1958. The first half hour of the time slot was given over to a live comedy series starring Milton Berle and sponsored by Kraft alone. During the summer months of '59, Dave King replaced Milton Berle in the Kraft half-hour. Starting September 30, a new Kraft Music Hall Series will feature Perry Como for a full hour, under a two-year contract. At the same time, Kraft will discontinue co-sponsoring the Bat Masterson show with Sealtest, and Sealtest will assume full sponsorship of the western.

It is estimated that Sealtest's total budget is approximately $11,500,000, while Kraft's is approximately $24,000,000.

■ Several executive changes in the marketing department of Kraft were announced in April. K. M. Hart was named marketing manager of cheese and fresh dough products, succeeding the late C. F. Goetling. Mr. Hart was formerly marketing manager of salad products, margarine and oil. He was succeeded in this position by R. N. Courtice, formerly national sales manager on salad products. Succeeding Mr. Courtice was W. A. Nelson, formerly sales distribution manager of Kraft's central division in Chicago.

H. M. Connelly, formerly product sales manager of natural and bulk cheese in Kraft's southern division, was named national sales manager of natural and bulk cheese products. K. T. Clapp assumed the duties of marketing coordinator for the cheese group along with his former duties as national sales manager of imported cheese products.

J. S. Camp was given the joint assignment of product advertising and sales promotion manager of all cheese products. T. H. Hough was named for a similar joint assignment of product advertising and sales promotion manager for institutional products, and R. W. Prenzno was named for the same joint duties for industrial products.

F. A. Sant Amour was promoted to marketing coordinator for the special products group. Hershel A. Lamb, formerly southern division institutional sales manager, became marketing manager of the industrial products division.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 6,029,557	$ 6,814,248
Magazines	6,389,317	3,037,775
Farm Publications	156,561	7,063
Business Publications	220,200	179,000
Network Television	6,709,514	6,644,647
Spot Television	1,118,980	1,935,530
Outdoor	932,939	2,862,074
Total Measured	21,557,068	21,480,337
Total Unmeasured	16,942,932	16,119,663
Total Expenditure	38,500,000	38,600,000

SEALTEST FOODS DIVISION
New York

MARKETING PERSONNEL

Glenn Gundell, vp
James F. Lunn, advertising and sales promotion manager
I. O. Hitt, manager, national account sales
Robert P. Aitken, market research manager

ADVERTISING AGENCY

N. W. Ayer & Son, New York, all products—Tom Watson, account supervisor; Neal O'Connor, account executive.

KRAFT FOODS DIVISION
Chicago

MARKETING PERSONNEL

C. G. Wright, marketing vp
Chester R. Green, director of marketing
E. J. Schwartz, director of sales distribution
R. A. Davis, general advertising manager
Paul E. Chandler, manager of public relations
Marye Dahnke, director of consumer relations
N. E. Toft, manager of marketing services
A. W. Skulstad, marketing research manager
F. H. Mueller, special staff assistant
J. J. Duffy, sales promotion manager
J. W. Pinter, national product sales manager, government sales
Dorothy Holland, director of Kraft kitchens

MARKETING GROUPS

Confections and Special Products

H. F. Marston, marketing manager
R. M. Wilson, product sales manager, caramel sauce, caramels, fudgies, malted milk, marshmallows
R. J. Clark, product sales manager, barbecue sauce, jellies, macaroni dinners, new products, preserves, spaghetti dinners
J. R. Blocki, product advertising manager
G. W. Mitchell Jr., product sales promotion manager
F. A. Sant Amour, coordinator

Cheese & Fresh Dough Products

K. M. Hart, marketing manager
F. J. Rapp, product sales manager, processed cheese
H. M. Connelly, product sales manager, bulk cheese, foreign type cheese, natural cheeses, blue cheese dressing, cottage cheese, whipped topping, fruit salad, horseradish
K. T. Clapp, cheese group marketing coordinator, and national sales manager of imported cheese products
J. S. Camp, product advertising and sales promotion manager of all cheese products

Oil Products

R. N. Courtice, marketing manager
W. A. Nelson, product sales manager, mustard and salad products
W. H. Flury, product sales manager, margarine and oil products
R. P. Hogan, product advertising and sales promotion manager for mustard and salad products
J. J. Wallner, product advertising and sales promotion manager for margarine and oil
F. F. Freebus, coordinator

Institutional Products

R. S. Lochridge, marketing manager
R. G. Pilcher, product sales manager, barbecue sauce, fruit salad, jellies and preserves, oil, pickles, shortening, horseradish, margarine, mustard, olives P. C. products, salad products
M. M. Wiltshire, product sales manager, cheese products, confections, dessert topping, Flavorizer, gelatins and puddings, hot chocolate, instant dry milk, instant onions, instant potatoes, malted milk products, Pillsbury products, soup base
T. H. Hough, product advertising and sales promotion manager
W. F. Weed, coordinator

Industrial Products

H. A. Lamb, marketing manager
J. E. Crawford, product sales manager, eggs, cheese powders, edible whey, etc.
P. A. McCombs, product sales manager, chocolate powder, stabilizers, emulsifiers, etc.
J. J. Zima, product sales manager, animal and poultry feeds
R. W. Prenzno, product advertising and sales promotion manager
W. F. Weed, coordinator

ADVERTISING AGENCIES

J. Walter Thompson Co., Chicago—consumer advertising for cheese, salad dressings, dinners; institutional advertising for all products, and public relations—Arthur C. Farlow, supervisor; Paul Lehner (cheese), Thomas O'Connell (cheeses), John Anastos (institutional), G. M. Baxter (salad dressings and dinners), Floyd Van Etten (television), Myles F. Pember (public relations), Dean Jones (marketing), account executives.

Foote, Cone & Belding, Chicago—confections and dessert toppings—Robert M. Trump, account supervisor; Frank T. Nesbitt and R. B. Bradshaw, account executives.

Needham, Louis & Brorby, Chicago—three margarines (Parkay, DeLuxe and Miracle), shortening, mustards, oil, jellies and preserves, and industrial products—E. C. Dollard, management representative; William H. Ohle, and Charles Ewart, account supervisors; James Roos, account executive; David B. Winton, assistant account executive.

National Distillers & Chemical Corp.

National Distillers & Chemical Corp., New York, is the nation's 38th largest advertiser, with total expenditures in 1958 estimated at $20,170,158, of which $14,070,158 was in measured media. The previous year's expenditures for advertising were reported by the company to have totaled $19,280,000, of which $17,219,497 was in measured media.

The company is a major producer of alcoholic beverages and chemicals. It reported net sales in '58 of $524,310,000, compared with $538,525,000 in '57. Its net income in '58 was $20,103,000 compared with $23,024,000 in '57.

The company operates through two divisions. Beverage operations are handled by National Distillers Products Co., and chemical operations are handled by U. S. Industrial Chemicals Co.

■ In 1958, chemical operations produced 35% of the company's profits. This represented, in addition to U. S. Industrial Chemicals Co., National Petro-Chemical Corp., a subsidiary.

The principal chemicals produced and sold by the USI division are industrial ethyl alcohol and related solvents, L.P.G. (liquefied petroleum gas), metallic sodium, chlorine, caustic soda, phosphoric acid, sulphuric acid, ammonia and related nitrogen containing chemicals, and chemical intermediates. In addition, it sells synthetic industrial ethyl alcohol and polyethylene produced by National Petro-Chemicals Corp.

Advertising by the chemical division in 1958 amounted to about $700,000, most of which was placed in business papers. For 26 years the "USI Chemical News" has been appearing monthly in engineering and chemical industry papers, as a news-bearing insert, and it continues to draw inquiries because of the news on chemical progress that it publishes. Its 1958 polyethylene campaign won awards in the Associated Business Publications, National Industrial Advertisers Assn., and Putman Publishing Co. competitions.

■ Most of National's advertising is done by the beverage division. It refuses to release figures on its brand advertising. Most other distillers follow the same policy. Consequently, figures on brand advertising in the liquor industry are largely estimates. The most generally accepted figures are those published annually in "The Liquor Handbook." This shows National's expenditures on major brands in newspapers and magazines about as follows:

Old Grand-Dad bonded and straight bourbon, $1,389,547 in magazines and $787,900 in newspapers; Old Crow bourbon, $1,003,785 in magazines and $826,700 in newspapers; Old Taylor bourbon, $946,265 in magazines and $690,000 in newspapers; Old Overholt bonded rye (only bonded rye advertised to any extent), $12,600 in newspapers; Vat 69 scotch whisky, $322,885 in magazines and $143,900 in newspapers; Gilbey's gin, $554,145 in magazines and $306,200 in newspapers; Gilbey's vodka, $290,500 in magazines and $119,000 in newspapers.

Of the ten most heavily advertised brands in magazines in 1958, Old Grand-Dad ranked second, Old Crow eighth, and Old Taylor ninth. Among the ten brands most heavily advertised in newspapers, Old Crow ranked eighth.

■ National reports that in 1958 it spent $7,250,000 in newspapers; $4,450,000 in magazines; $300,000 in business papers, and $2,050,000 in outdoor. These figures differ slightly from those given below which, in the case of newspapers do not include weeklies, in the case of magazines and business papers do not allow for net rates, discounts, etc., and in the case of outdoor do not allow for special arrangements.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 6,702,284	$ 8,541,769
Magazines	4,935,819	5,639,044
Business Publications	350,000	456,300
Outdoor	2,082,055	2,582,384
Total Measured	14,070,158	17,219,497
Total Unmeasured	6,100,000	2,060,503
Estimated Total Expenditure	20,170,158	19,280,000

NATIONAL DISTILLERS & CHEMICAL CORP.

CORPORATE PERSONNEL

John E. Bierwirth, chairman of board
Roy F. Coppedge Jr., president
Paul C. Jameson, secretary-treasurer

BEVERAGE DIVISION

NATIONAL DISTILLERS PRODUCTS COMPANY
(New York)

MARKETING PERSONNEL

B. C. Ohlandt, exec vp in charge of sales
J. W. Clapp, vp in charge of monopoly states sales
Ray R. Herrmann Jr., vp in charge of open states sales
B. W. Corrado, vp in charge of market research
James McInerney, regional director, eastern division
E. J. Fleming, regional director, central division
H. S. Hollander, regional director, western division
Jack Fritsche, regional manager, southern division

Public Relations

R. E. Joyce, vp and director of public relations (both divisions)

Advertising

Alynn Shilling, vp and director of advertising and sales promotion

ADVERTISING AGENCIES

Doremus & Co., New York—institutional—George A. Erickson and Henry L. Brown, account executives.

Lawrence Fertig & Co., New York—Old Crow, Old Sunnybrook, PM, Old Hermitage, Old Dover, Old Log Cabin, Century Club whiskies, Monnet cognac, Merito rum, de Kuyper cordials, Jouvet-Chapoutier wines—Philip Lukin, Henry Bretzfield and Robert Wolfe, account executives.

Kudner Agency, New York—Old Grand-Dad, Old Taylor, Old Overholt, Mount Vernon, Crab Orchard, Bellows Partners Choice and Bellows Club whiskies—C. M. Rohrabough, and Robert Watson, account executives.

Lennen & Newell, New York—Hill & Hill and Bourbon DeLuxe whiskies, Cinzano—Walter Swertfager and E. T. Knauff, account executives.

Fletcher D. Richards, Calkins & Holden, New York—Gilbey's gin, Gilbey's vodka, Vat 69 Highland Nectar and King George IV scotch whiskies—E. R. Gray, account supervisor.

CHEMICAL DIVISION

U. S. INDUSTRIAL CHEMICALS CO.
(New York)

MARKETING PERSONNEL

Dr. Robert E. Hulse, exec vp in charge of chemical operations
Alden R. Ludlow Jr., vp in charge of sales

Advertising

Philip Gisser, advertising coordinator

ADVERTISING AGENCIES

G. M. Basford Co., New York—U.S.I. Chemical Co. Div., of National Distillers & Chemical Corp.—F. Messner, P. B. Slawter, C. Fulton, C. Perrin, account executives.

Albert Sidney Noble, Advertising, New York—U.S.I. feed supplements and Morea liquid feeds—T. Kangas, account executive.

National Export Advertising Service, Export Advertising, Gerald Viola—account supervisor.

Nestle Co.

Nestle Co., White Plains, N. Y., a subsidiary of Unilac Inc., Panama City, Panama, was the 81st largest national advertiser in 1958, with an estimated investment of $9,066,200. This included $7,266,218 spent in measured media. In 1957, Nestle spent an estimated $11,000,000 on advertising and promotion, including $9,553,829 in the measured media.

Sales and net profit of Nestle in 1958 were unknown at press time. Such figures are closely guarded by the company. An estimate for 1957 operations in the U.S. put sales at about $155,000,000—approximately the same figure as estimated for 1956. The 1955 figure was $140,000,000.

■ Nestle, a high-ranking U.S. food producer, developed Nescafe, the instant coffee, shortly before World War II. By 1958 it was believed to account for the major portion of company sales. But more recently Nescafe has been getting 12% to 14% of the instant coffee market. By comparison, General Foods' Maxwell House, the leader, had 40% of the market. Chase & Sanborn—a product of Standard Brands, held third place with about 9% of the market. At one time, Nescafe, the pioneer instant, was the world's largest seller.

In recent years, the price per case on national brands of instant coffee has dropped from about $26 to a low of $16, with a resultant profit shrinkage. Nescafe last year spent $3,441,350 on advertising, including $1,919,944 in network television, for such offerings as "Beat the Clock," "Garry Moore Show" and "Oh Susanna." Another $705,885 went into Nescafe newspaper advertising and $605,701 was put into spot tv.

Other Nestle products which were promoted in the newspaper medium included Nescreme, a new powdered cream, Nestle's Butterscotch, Chocolate, instant tea, mixes, Swiss Knight cheese and Wispride cheese spreads. Nestle mixes were backed by $218,272 in the medium.

■ In spot tv, where Nestle spent $1,681,800, Decaf got a $802,490 boost; Nescafe, $605,710; and Nestea, $114,340. Magazine spending included $358,240 for Decaf; $204,360 for Chocolate Morsels.

April, 1959, saw Nestle name McCann-Erickson to succeed Dancer-Fitzgerald-Sample on its Decaf instant coffee, Nestea instant tea and Maggi soups, effective Sept. 1. Nestle, a D-F-S client for six years, said the switch resulted from "increasing conflicts" between products it planned to bring out shortly and those of other Dancer clients. Then, in June, Nescafe was moved from Bryan Houston Inc. to William Esty Co., effective Sept. 1.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	998,174	$ 1,889,158
Magazines	1,035,910	993,800
Farm Publications ..	12,910	10,450
Business Publications	———	
Network Television	3,537,424	4,130,101
Spot Television	1,681,800	2,530,320
Total Measured ....$	7,266,218	$ 9,553,829
Total Unmeasured	1,799,982	1,446,171
Estimated Total Expenditure ....$	9,066,200	$11,000,000

NESTLE CO.

MARKETING PERSONNEL

H. K. Philips, vp-marketing
Richard Goebel, advertising manager
A. G. Fryer, marketing research manager

CHOCOLATE MARKETING DIVISION

(Consumer chocolate products, cookie mixes, evaporated and condensed milk)

MARKETING PERSONNEL

Donald Cady, vp-general manager
John Fairgrieve, national sales manager
Horace Barry, group product manager
Julian Scholl, group product manager
George Hafford, advertising assistant
William Bell, brand manager
T. A. Fowler, brand manager
Donald McGovern, brand manager
R. D. Severance, brand manager

ADVERTISING AGENCIES

McCann-Erickson, New York—all consumer chocolate products—John P. Beresford, management service director; George Norris, account director; Alisdair T. Munro, Jules Trieb and William Wirth, account executives.

Asher, Godfrey & Franklin, New York—bulk chocolate sales—Edgard Rosston, account supervisor.

COFFEE MARKETING DIVISION

(Nescafe, Nestle's instant coffee, Decaf, Maggi seasoning, bouillon)

MARKETING PERSONNEL

Alistair Semple, general manager
George Perlberg, national sales manager
J. E. Thompson, group product manager
L. C. Hall, advertising assistant
H. B. Davenport, brand manager
H. F. Gramstorff, brand manager
W. H. Peper, brand manager

ADVERTISING AGENCIES

William Esty Co.—Nescafe—Wallace H. Wulfeck, account supervisor.

McCann-Erickson—Nestle's instant coffee, Decaf, Maggi seasoning, bouillon—John P. Beresford, management service director; George Norris, account director; Alisdair T. Munro, Jules Trieb and William Wirth, account executives.

BULK & INSTITUTIONAL MARKETING DIVISION

(Chocolate coatings and flavors, bulk hydrolysates, government sales and all institutional products)

MARKETING PERSONNEL

T. F. Corrigan, general manager
E. C. O'Leary, sales manager-institutional products
Robert Wilson, assistant manager-bulk sales
D. B. Wells, group product manager
A. Van Wagenen, brand manager

ADVERTISING AGENCY

Asher, Godfrey & Franklin—Edgard Rosston, account supervisor.

Norwich Pharmacal Co.

Norwich Pharmacal Co., Norwich, N. Y., which did not place among the 100 leading national advertisers in 1957, was the 98th leading advertiser last year, with a total expenditure of $6,077,413. Included in this figure was $5,067,788 in the measured media. In 1957, Norwich invested $5,409,679 in advertising and promotion, including $3,930,368 in measured media.

Norwich reported net sales of $37,152,079 in 1958, up 11% from $33,477,721 in 1957. Net income last year was $4,346,289, compared with $3,942,413 in 1957. Net income per share in 1958 was $2.28; in 1957 it was $2.07.

The company, which sells a group of proprietary drugs at retail, "a growing list" of prescription medications, and a group of chemical specialties, reported that its Norwich proprietary products last year "had increases more modest than our aims" and that Eaton Laboratories, a division, "attained a volume beyond our expectations."

A Technique for Producing **IDEAS**

A Technique for Producing Ideas
James Webb Young

Where do the moneymaking ideas come from—these ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn.: Book Department

But Will They Get It In

Des Moines?

. . . (With apologies to Stanley Flink, author of the popular new book of the same name)

They will get it in Des Moines if your selling message is on KRNT-TV, the one television station with nearly all of the dominant local personalties. This is the station which gives your advertising the warm, personal endorsement that is so believable, so memorable, so effective! KRNT-TV has TEN daily live-emceed local programs, five of which serve advertisers on a participating basis.

To make certain you're not missing important profits which can be yours quickly and easily through frequent use of KRNT-TV pre-selling, call your Katz man for availabilities on this station — now!

GET THIS ABOUT DES MOINES:

★ 49% of Des Moines families consist of 4 or more persons (a lot of people to sell to!)
★ 48% of Des Moines' population is between the ages of 21 and 39 (this is the age of acquisition!)
★ 50% of Des Moines heads-of-households earn $5,000 or more annually (a lot of money to spend!)

KRNT CBS TV

LIVE TELEVISION IN DES MOINES

VARIETY THEATER

"Variety Theater"

Emceed by one of the middlewest's most popular people, Bill Riley, Variety Theatre is just one of the three daily KRNT-TV programs that are going to the Iowa State Fair, attended by half a million people each year. Now playing is a sensational showbill opening with Tne Little Rascals . . . followed by Our Miss Brooks, and headlining Amos 'n Andy! Hundreds of people will attend every performance of KRNT-TV programs at the fair . . . providing unusual opportunities for actual demonstrations and sampling.
Variety Theatre is one of the most important entertainment events in Des Moines from 4:00 to 5:15 P.M. Daily

4:00 to 5:00 p.m. Daily

Represented by The Katz Agency

Norwich said it was intensifying the marketing and promotion of its proprietary drugs in 1959 and that it was conducting intensive marketing tests to determine "how our advertising and promotional dollars can best be spent to obtain for the company a larger and more profitable share of this market."

Continued progress at Norwich, the company said, rests on (1) an aggressive research program, (2) modern manufacturing methods, (3) advanced marketing techniques, and (4) maintenance of a sound financial condition.

■ In 1958, Norwich increased advertising expenditures on Pepto-Bismol, "one of the company's largest volume products," and on Unguentine, Norforms and NP-27. Pepto-Bismol advertising on television was concentrated in major markets "to reach 91% of all television homes." Unguentine, Norforms and NP-27 got increased frequency schedules in national magazines and the magazine sections of Sunday newspapers. Nebs advertising appeared in both these magazine sections and in a selected group of tv markets. "All advertised products and some larger-volume non-advertised products were assisted by point-of-purchase display material and other sales aids."

Eaton products' schedules in medical journals were increased last year to promote new products. The division used direct mail and convention exhibits in coordination with the medical journal advertising to achieve greater impact.

Last January Gotham-Vladimir Advertising regained the international advertising account of Norwich, to handle Pepto-Bismol, Norforms, Unguentine and NP-27 in selected markets overseas and in military markets abroad. Gotham, which handled the account for many years, replaced McCann-Erickson. In April Norwich indicated U. S. advertising for Nebs would be handled by Fletcher Richards, Calkins & Holden, following a move from Foote, Cone & Belding. But the appointment was short-lived and Nebs actually moved to Cohen & Aleshire. The change stemmed from "termination of merger talks between Cohen & Aleshire and Fletcher Richards, Calkins & Holden." Cohen & Aleshire subsequently merged with Dowd, Redfield & Johnstone. The combined agencies became known as Cohen, Dowd & Aleshire.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,323,673	$ 778,806
Magazines	1,084,604	1,368,707
Farm Publications	156,672	183,803
Business Publications	600,000	750,000
Network Television	——	452,935
Spot Television	1,877,690	658,730
Outdoor	——	——
Total Measured	$ 5,042,639	$ 4,192,981
Total Unmeasured	964,774	1,216,698
Estimated Total Expenditure	$ 6,077,413*	$ 5,409,679**

*Norwich reports its expenditures somewhat differently (but with the same total) as follows: $1,147,426 in newspapers; $1,324,835 in magazines (including farm publications); $659,988 in business publications; $2,310 in network tv; $1,933,229 in spot tv; $179,698 in point-of-sale materials and $829,927 in direct mail.

**Norwich reports 1957 expenditures this way: $686,466 in newspapers; $1,648,443 in magazines and farm publications; $488,158 in business publications; $388,329 in network tv; $718,979 in spot tv; $173,248 in point of sale; $556,917 in network radio and $749,146 in direct mail.

MARKETING PERSONNEL

H. T. Hildebrandt, senior vp and general sales manager
L. E. Daily, M.D., vp and director, Eaton Laboratories division
John Alden, vp and advertising director
T. M. Hogeman, director, market research
J. J. Martin, sales promotion manager

Sales

E. L. Zimmermann, sales manager, Norwich division
F. M. Ault, sales manager, Eaton Laboratories division
E. L. Violon, sales manager, chain and wholesale division

Advertising

R. H. Tuttle, assistant advertising manager, Norwich division
J. J. Krizan, advertising manager, Eaton Laboratories division
W. R. Cooper, advertising manager, export division
J. Quinn, manager, house publications and public relations

ADVERTISING AGENCIES

Benton & Bowles—Pepto-Bismol, Unguentine, Norforms, NP-27 and others—H. G. Stender, account supervisor; Frank Lionette and Rod Oakes, account executives.

Cohen, Dowd & Aleshire—Nebs and others—R. T. Meyers, account supervisor.

Robert E. Wilson Inc.—all ethical domestic advertising—Aiken Toffey, account supervisor; J. Bartelone, account executive.

Gotham-Vladimir Advertising—proprietary export advertising—A. N. Vladimir, account supervisor.

Arranz & Suddler—ethical export advertising—Lorenzo Arranz, account supervisor; Don Howard, account executive.

Ronalds Advertising Agency—Canadian advertising—R. J. Avery, account supervisor.

Publicidad Badillo Inc.—Puerto Rico advertising—Harwood Hull Jr., account supervisor.

Pabst Brewing Co.

Pabst Brewing Co., Chicago, the nation's 82nd largest advertiser, invested an estimated $9,000,000 in advertising in 1958, including $5,427,392 in measured media. This compares with an estimated $8,000,000 expenditure in 1957, of which $4,473,266 was in measured media.

Pabst has had difficulties the past several years, with declining sales, substantial losses, switches in management and a proxy fight for control.

Sales continued to skid downward in 1958, although midway in the year the company acquired a new president and effected a reorganization to try to solve the company's problems. The new president is James C. Windham, who took over at Pabst when it purchased Blatz Brewing Co., of which he had been president. Pabst affairs soon showed signs of improvement.

■ With the addition of Blatz, combined sales for 1958 totaled $140,810,336, up from $112,051,292 which Pabst chalked up alone in 1957. Although Pabst showed a loss for the third consecutive year, it was reduced sharply to $562,636 from $2,871,200 in 1957.

In the first half of 1959, the company went into the black, reporting net earnings of $1,043,162 on sales of $69,930,169, compared with a loss of $1,619,825 on sales of $47,791,360 in the first half of 1958. This was the first report of a Pabst profit since June, 1956.

Blatz, which hiked its sales 37% to 1,700,000 bbls. in 1958 and was reported by the company to have continued to increase each month in 1959, spearheaded the Pabst comeback. And the Pabst brand was reported to have stopped its sales decline.

■ Five months ago Pabst began replacing its Blue Ribbon beer with what the company described as the "original" Blue Ribbon beer, a brew that had been discontinued some years ago. The "original" Pabst Blue Ribbon, stockholders were told in the 1959 first-half report, has been "riding a favorable sales curve" since its introduction.

Pabst Brewing Co., which ranked fourth among the nation's brewers in 1954, slipped a notch each year thereafter until 1957 when it dropped from sixth to ninth. In 1958 Pabst dropped to tenth with sales of 2,250,000 bbls. (not including Blatz), compared with 2,900,000 bbls. in 1957. Blatz' increase was to 1,700,000 bbls. from 1,246,731 bbls. in 1957.

The Pabst share of the beer market was 2.6% (not including Blatz) and the Blatz share was an even 2% of the 84,425,016 bbls. sold by U. S. brewers in 1958.

REJUVENATOR—*Spearheading Pabst comeback in late 1958 and early 1959 was company's new president James C. Windham, former president of Blatz, which was purchased by Pabst July 30, 1958. In first half of 1959 Pabst Brewing Co. went into black for first time in three years of skidding sales and management troubles.*

■ Managerial differences at Pabst broke into the open dramatically in March, 1958, when the Pabst and Spaeth families launched a proxy battle to wrest control from Harris Perlstein, chairman of the board. The Pabst-Spaeth group's candidate was John Toigo, who quit his $100,000-a-year job as vp of marketing of Schlitz, to enter the fray.

The fight ended in victory for the Perlstein faction, as David and Robert E. Pabst (sons of the late Fred Pabst, chairman until 1954) were swept off the board, leaving it without a member of the Pabst family for the first time in 94 years.

On July 30 last year, as the proxy battle smoke cleared, Pabst announced the purchase of Blatz Brewing Co., a subsidiary of Schenley Industries, for $14,500,000 in cash and debentures and 200,000 shares of Pabst common stock, valued at about $10 a share. At the same time, it was announced that Mr. Windham, president of Blatz since March, 1956, would take over as president and chief executive officer of Pabst. Mr. Perlstein continues as board chairman.

■ Blatz, which rose from 931,000 bbls. production in 1956 to 1,247,000 bbls. in 1957, is now operated as a Pabst subsidiary and retains the Blatz brand name. Last Feb. 15 the Blatz plant in Milwaukee was closed temporarily for overhauling and expansion, and all Blatz production was transferred to Pabst breweries. Pabst announced it was spending $1,250,000 to expand the Milwaukee plant, and another $1,000,000 to enlarge facilities in Peoria, Ill. Mr. Windham said that, upon completion of these projects, Pabst and Blatz would be produced separately in the company's four plants in Milwaukee, Peoria, Los Angeles and Newark.

The expansion, Mr. Windham added, is "in anticipation of growing Blatz volume."

■ In 1958 Pabst reported that about 66% of its advertising budget was going into broadcast media, including "Monitor" and radio and tv spots on a local basis. The remainder of the budget, Pabst said, was for magazines and outdoor. This made it clear that Pabst, in arriving at that 66% figure, was citing only measured media, plus radio, and was not taking into account Pabst expenditures on point of sale and other nonmeasured forms of advertising. Pabst's measured media total in 1958 was $5,427,392.

A major development on the Pabst advertising front was the brewer's switch last October of the Pabst account from Norman, Craig & Kummel to Kenyon & Eckhardt, which had taken the Blatz account away from NC&K in 1956. K&E continues to handle Blatz.

■ Early in 1959 NC&K sued Pabst for $206,577 in damages, alleging breach of agreement on commissions for broadcast programs and announcements. The suit arose out of a dispute over the definition of NBC "Monitor" spots, which NC&K bought in behalf of Pabst early in 1958. The agency bought a 39-weekend package on NBC from Jan. 4 through Aug. 24, which included co-sponsorship of George Gobel and Ed Gardner five-minute vignettes on "Monitor," plus 30-second announcements on "Bandstand" and "Nightline."

The agency and sponsor were led to think that they could pay the so-called "wild spot rate." Later the American Federation of Radio & Television Artists, which had blown the whistle on several "Monitor" advertisers in the past, filed a claim with the agency for payment of the talent on a network basis. Because of the number of shows, the back payments totaled $72,000. NC&K, on the insistence of AFTRA, paid the bill—and the suit arose from its efforts to collect from Pabst.

On the personnel front, soon after the Windham regime took over, R. H. Hehman left the post he had held as marketing and advertising director of Pabst since 1956 to become an account executive at Campbell-Mithun, Chicago. Theodore Rosenak, who had headed advertising at Blatz, moved into a new position as vp of advertising. At the same time, Rocco B. Bunino, who headed Blatz sales, became vp of sales for Pabst.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	*$ 129,215	$ 358,520
Magazines	389,297	181,872
Business Publications	——	50,000
Network Television	——	1,521,153
Spot Television	**3,684,390	1,503,350
Outdoor	***1,223,490	858,371
Total Measured	5,427,392	4,473,266
Total Unmeasured	3,572,608	3,526,734
Estimated Total Expenditure	9,000,000	8,000,000

*Includes $56,844 for Blatz Brewing Co.

**Includes $195,810 for distributors and $652,480 for Hoffman Beverage Co./Bottlers.

***Includes $954,964 for Pabst and $268,526 for Blatz.

MARKETING PERSONNEL

Sales

Harris Perlstein, chairman of the board
James C. Windham, president
Rocco B. Bunino, vp-sales

Advertising

Theodore Rosenak, vp-advertising

ADVERTISING AGENCIES

Kenyon & Eckhardt, Chicago—Pabst and Blatz beers—Thomas Maschler, account supervisor, Pabst; Larry O'Neill, account supervisor, Blatz.

Young & Rubicam, Los Angeles—Eastside beer—Robert Dedman, account executive.

Grey Advertising Agency, New York—Hoffman Beverages—Thomas Murray, account executive.

Pan American World Airways

Pan American World Airways, New York, the leading international air carrier, was the nation's 82nd leading advertiser in 1958, with an estimated worldwide expenditure of $9,000,000, of which $5,327,000 was in measured media. In 1957, the company spent an estimated $8,000,000, of which $3,920,000 was in measured media.

These figures include the substantial sums Pan American spends in markets throughout the world. The airline operates routes outside the continental United States. In 1958, it put some $2,000,000 into media circulating outside the U. S.

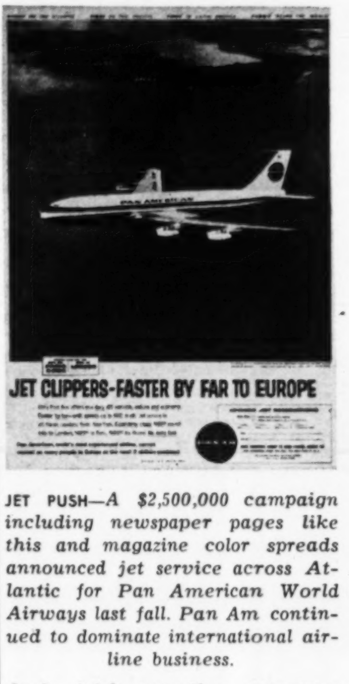
■ 1958 was a notable year for Pan Am, as it marked the start of jet service across the Atlantic. The airline began operating Boeing 707s over the Atlantic in October.

Pan Am continues to hold down the No. 1 post in the international airline business. In 1958, it again carried more passengers, more mail and more cargo on international routes than any other airline.

Operating revenues increased from $312,700,000 to $313,200,000 but net income declined sharply from $8,200,000 in 1957 to $5,100,000—a decrease attributed by the company to "the business recession, continuing rises in material and labor costs, and expenses relating to the introduction of jet service."

In the first half of 1959 Pan Am increased operating revenues to $162,217,000 from $144,234,000 in the previous first half. Net income was $652,000, as against the $1,660,000 loss incurred in the first half of 1958.

■ Revenue from the transport of passengers accounts for 75% of Pan Am's total operating revenues. Freight accounts for another 10%. The company also derives income from the transport of mail, operation of the U. S. Air Force Missile Test Center at Cape Canaveral and operations of its wholly-owned subsidiary, Intercontinental Hotels Corp., which now runs 15 hotels around the world. Pan American-Grace Airways, owned 50% by Pan Am and 50% by W. R. Grace & Co., operated at a loss in 1958.


JET CLIPPERS-FASTER BY FAR TO EUROPE

JET PUSH—*A $2,500,000 campaign including newspaper pages like this and magazine color spreads announced jet service across Atlantic for Pan American World Airways last fall. Pan Am continued to dominate international airline business.*

Pan Am carried 2,899,000 passengers in 1958—a new high. Revenue passenger miles rose to a record 3,893,530,000. Cargo ton-miles increased 4.5% to a total of 100,900,000.

■ The airline suffered passenger declines last year on both its Latin American and Pacific routes. It carried 1,268,000 passengers on Latin American routes—a 5.1% decrease. It flew 317,000 passengers over Pacific routes—a 5.8% decrease.

These losses were more than made up by the 11.5% traffic gain on Atlantic division routes, which include service to Bermuda, Europe, the Middle East, India and Africa.

During the year Pan Am flew 301,000 passengers between the U.S. and Europe. This was about 75% more than was carried by the next nearest airline, Trans-World Airlines, but it constituted only 26.2% of the U.S.-Europe traffic, compared to Pan Am's previous market share of 30%.

■ The jets, which have been flying at better than 90% capacity, have helped to improve Pan Am's position. During the first quarter of 1959 Pan Am accounted for 32.3% of the trans-Atlantic traffic.

Pan American increased its passenger advertising 10% and its cargo advertising 20% in 1958. Cargo promotion accounted for about $1,000,000 of the budget. Promotion of traffic on Atlantic division routes accounted for more than half of the $9,000,000 budget.

▪ The two major promotions of 1958 were introduction of the jets and the expanded advertising program for Clipper Cargo service.

The company began using color advertising to promote cargo traffic. This is believed to be the first time a cargo carrier has made such extensive use of color ads. The color schedule was concentrated in the four news weeklies—*Business Week, Newsweek, Time* and *U.S. News & World Report.*

To introduce its Boeing jet Clippers, Pan American launched in the summer of 1958 what it called "the largest and most concentrated single promotion in the history of air transport." The $2,500,000 campaign started with color spreads in the national magazines and continued with large-space units in 55 daily newspapers.

In addition, the jet service was featured on the network television show, "Meet the Press." Pan American assumed full sponsorship of this show in 1958.

Intercontinental Hotels, which opened new units in Puerto Rico and El Salvador during the year, also expanded its advertising. This subsidiary spends about $1,000,000 in worldwide advertising. A new corporate campaign for the entire network was launched in magazines and newspapers. This campaign was notable for its "offbeat" themes featuring the fun of travel rather than the hotel itself. IHC ads make no mention of Pan American.

▪ The expanded ad program meant increases for virtually every medium. Newspapers, magazines and television all shared in the higher outlays.

Beyond the purchase of space and time, Pan American utilizes a wide range of collateral media to promote its services. Among these are calendars, maps, posters, counter cards, displays, exhibits, films, contest tie-ins and educational materials. Patricia Farrell, formerly with the American Petroleum Institute, joined the airline in 1958 to take charge of a new women's program.

J. Walter Thompson Co. is Pan American's worldwide advertising agency. The Kudner Agency handlers cargo advertising in the U.S. and during the year it succeeded Harris & Co., Miami, on the Intercontinental Hotels account.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,386,000	$ 1,824,000
Magazines	1,735,000	1,239,000
Business Publications	124,000	100,000
Network Television	1,003,000	635,000
Spot Television	79,000	122,000
Total Measured	5,327,000	3,920,000
Total Unmeasured	3,673,000	4,080,000
Estimated Total Expenditure	9,000,000	8,000,000

MARKETING PERSONNEL

Sales

Willis G. Lipscomb, vp, traffic-sales
James A. F. Montgomery, director, sales
Guy R. Mitchell, manager, sales research
Wendell R. Stevens, cargo sales manager

U. S. Sales

John W. G. Ogilvie, U. S. sales manager
L. Peter Cornwall, cargo sales manager-U. S.
Henry W. Beardsley, passenger sales manager-U. S.
Claude E. Fusco, tour manager-U. S.
Henry P. Heim, agency sales manager-U. S.
George L. Strehlke, interline sales manager-U. S.
Phillip M. Siefert, manager, special sales-U. S.
George J. Politi, manager, reservations & ticket offices—U. S.

Advertising

Murray Barnes, director, advertising
John E. Henry, assistant to director, advertising
H. J. Laird, manager, sales promotion
Gerald W. Whitted, assistant manager, sales promotion
J. Michael Krupnick, manager, special features
George Gardner, manager, education
Chester Kronfeld, manager, photography
Patricia Farrell, manager, women's promotion

ATLANTIC DIVISION

MARKETING PERSONNEL

Sales

Dhan G. Mukerji, traffic-sales manager
Paul T. Rennell, sales manager

Advertising

Donald J. Dougherty, advertising manager
John W. Mifflin, assistant advertising manager

LATIN AMERICAN DIVISION

Miami

MARKETING PERSONNEL

Sales

Mario J. Martinez, traffic-sales manager
R. J. Forhan, assistant traffic-sales manager
Juan Homs Jr., sales manager
D. N. Griffis, assistant sales manager

Advertising

E. L. Foss, advertising manager
M. L. Gates, assistant advertising manager

PACIFIC-ALASKA DIVISION

San Francisco

MARKETING PERSONNEL

Sales

Herbert F. Milley, traffic-sales manager
J. D. Fessio, sales manager

Advertising

W. G. Pocock, advertising manager

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—passenger advertising (domestic and international) and cargo advertising (outside U. S. and Canada)—Samuel W. Meek, management supervisor; John Monsarrat, account supervisor; John Little and Dalton Griffith, account representatives; John Russo (Atlantic Division); Albert I. Cameron (Latin American Division); Richard Mead (Pacific-Alaska Division).

Kudner Agency, New York—Clipper Cargo, U. S.—Andrew G. Diddel, account supervisor.

There's just no good substitute for live customers with MONEY

The compact Cleveland market chalked up nearly 4 billion in retail sales last year. That's more than any one of these 35 entire states.

Minnesota
Kentucky
Connecticut
North Carolina
Tennessee
Virginia
Washington
Alabama
Colorado
Georgia
Iowa
Kansas
Louisiana
Maryland
Nebraska
Oklahoma
Oregon
West Virginia
Arkansas
Arizona
Mississippi
South Carolina
Idaho
Montana
New Hampshire
Nevada
New Mexico
North Dakota
Rhode Island
South Dakota
Utah
Vermont
Wyoming
Delaware
Maine

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

* Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

If you sell LESS of your product in the Cleveland market than in any one of 35 states

WRITE—WIRE—PHONE

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

INTERCONTINENTAL HOTELS CORP.

MARKETING PERSONNEL

Richard E. S. Deichler, exec vp
Walter C. Root, director, hotel sales

ADVERTISING AGENCY

Kudner Agency, New York—Andrew G. Diddel, account supervisor.

Pepsi-Cola Co.

Pepsi-Cola Co., New York, the 57th largest advertiser, invested $13,723,000 in advertising in 1958, of which $9,230,000 was in measured media. In 1957, the total expenditure was $13,028,000, with $8,602,000 in measured media.

Pepsi's 530 franchised bottlers also invested substantial amounts in promotion. The parent company reports that bottler advertising totaled approximately $11,500,000 in both 1958 and 1957.

This gives a combined Pepsi promotion budget of $25,000,000 in 1958. In 1959, the combined expenditure of the parent company and bottlers is expected to reach $30,000,000.

▪ It was another year of record sales and profits for Pepsi. Volume—reported by Pepsi as "gross profit on sales"—increased from $86,564,391 to $98,372,489. Net income was up from $9,559,675 to $11,547,954. The movement is still all upward in 1959. For the first six months of 1959, Pepsi reported earnings of $5,970,000, compared to $5,046,000 for the similar 1958 period.

As a measure of the company's spectacular growth under the Steele-Barnet management which took over in 1950, it can be pointed out that case sales in 1958 were 167% above the 1949 level. Earnings in the first six months of 1959 exceeded the total earnings of 1954 and were 82% of the total earnings of 1956.

Pepsi has steadily made inroads on the share of market held by the industry leader, Coca-Cola. In 1950, Coke was outselling Pepsi 4-to-1 abroad and 5-to-1 at home. Pepsi has now cut this margin to 2-to-1 in both areas. In 1950, Pepsi accounted for less than one of every 10 cases of soft drinks sold; in 1958, Pepsi was selling one out of every five cases.

▪ Pepsi reports that it now has 62 domestic plants selling more than 1,000,000 cases a year, as against 58 in 1957 and 13 in 1950.

The advance has been worldwide. Pepsi now sells 160,000,000 cases outside the U. S., compared with its domestic volume of 250,000,000 cases. In 1958, 16 new plants were opened in nine countries, and the 1959 schedule calls for 30 new plants in 21 countries.

Pepsi suffered a loss on April 19, 1959, when its dynamic chairman and chief executive officer, Alfred N. Steele, died of a heart attack. He had returned the day before from a six-week series of advertising clinics with local bottlers. Herbert L. Barnet, president, succeeded Mr. Steele as the company's chief executive officer.

▪ Pepsi's new swirl bottles got additional distribution in 1958. By year's end, 150 plants had converted to the 10-oz. and 12-oz swirl bottles; the 6½-oz. swirl size was moved into 126 additional markets, bringing the total to 187; and the 26-oz. Hostess bottle was sold by 152 domestic plants.

In the spring of this year Pepsi made another new move with the introduction of a lemon-lime drink, Teem, in St. Joseph, Mo. Teem is now in 28 markets, and expects to in 75 by the end of the year.

Pepsi adopted a new advertising theme in 1958. The old motif, "The Light Refreshment," gave way to "Be Sociable," and the old jingle ("Pepsi-Cola Hits the Spot..") was replaced by a new refreshment song ("Be Sociable.. Be Young and Fair and Debonair. .....Look Smart.....Keep Up to Date").

HEART VICTIM—*At peak of career as chairman and chief executive officer of Pepsi-Cola Co., Alfred N. Steele died of heart attack April 19 after Pepsi had chalked up its biggest year in 1958 with record volume of $98,372,489 and record profit of $11,547,954.*

▪ Pepsi sharply increased its newspaper advertising in 1958 to a total approaching $4,000,000. It is one of the largest users of r.o.p. color linage. Magazine and spot television investments remained substantially the same as in 1957. No network television was used in 1958.

To introduce the "Be Sociable" refreshment song, the company ran a massive 13-week spot radio drive in the fall. Pepsi bought some 700,000,000 "Be Sociable" sales messages on all four major radio networks for an estimated $500,000.

▪ The marketing team has been revamped. Richard H. Burgess, formerly vp in charge of domestic operations, left to join Royal Crown, and the company set up a marketing division headed by William C. Durkee, formerly central division head. The company staffed this division with two men recruited from its agency, Kenyon & Eckhardt: John J. Soughan and Philip B. Hinerfeld, now vp-marketing services and vp-advertising, respectively.

The public relations function, formerly handled by Bernard Relin & Associates, was moved inside the company to a department headed by D. Mitchell Cox. Most recently, Joseph C. Lieb, longtime Pepsi account executive at K&E, left to become a Royal Crown bottler in New York and was replaced by George C. Oswald.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,819,000	$ 3,088,000
Magazines	1,536,000	1,636,000
Farm Publications	73,000	70,000
Business Publications	98,000	75,000
Network Television	——	211,000
Spot Television	3,163,000	3,038,000
Outdoor	541,000	483,000
Total Measured	9,230,000	8,602,000
Total Unmeasured	4,493,000	4,426,000
Estimated Total Expenditure	13,723,000	13,028,000

MARKETING PERSONNEL

William C. Durkee, vp in charge of marketing
John J. Soughan, vp-marketing services
Philip B. Hinerfeld, vp-advertising
Charles N. Baker, vp-promotion
Marc A. Lefebvre, vp, manager, eastern division
Raymond C. Mock, vp, manager, central division
Eugene B. Gilbert, vp, manager, southern division
John L. Bate, vp, manager, western division
D. Mitchell Cox, vp, director, public relations

ADVERTISING AGENCY

Kenyon & Eckhardt, New York—George C. Oswald, account supervisor.

Pharmaceuticals Inc.

Pharmaceuticals Inc., New York, is the nation's 59th largest advertiser with 1958 total expenditures reported by the company at $13,050,000, which includes $11,235,394 in measured media. This compares with a total expenditure of $12,000,000, including $10,700,000 measured, in 1957 and $9,250,000 total in 1956.

More than $10,000,000 of the 1958 budget went for network tv as the company ranked 23rd among the top 100 tv advertisers. The company says 1959 advertising should total $16,000,000, including $14,000,000 for network tv, and a portion of the increase will be for new products and the revitalized Conti shampoo and Kreml hair tonic lines.

These expenditures and predictions are in contrast with forecasts made last year when the company said it would spend $17,000,000 for advertising in 1958 and $18,000,000 this year. Obviously the sights have been lowered, although it is possible that the company's hard luck with scandal-ridden tv quiz shows and its subsequent scrambling for properties left it with considerable budgeted but unspent money.

▪ A private, family-owned enterprise, Pharmaceuticals employs roughly 400 people, has no sales force and has never released any sales figures. They have been estimated at more than $30,000,000 annually for several years now. Last year ADVERTISING AGE estimated total 1957 sales at about $40,000,000, a figure which is now thought to have been high; AA estimates 1958 sales at $36,500,000, including sales of the J. B. Williams subsidiary. Also included in the total are international sales, primarily on Williams products, of about $7,000,000.

The company's single largest selling product—and most heavily advertised—is Geritol, with sales estimated at more than $10,000,000 and advertising totaling more than $4,000,000. This ad budget is a solid $1,000,000 ahead of its nearest competitor, One A Day vitamin tablets. Geritol is believed to be No. 1 in the tonic field. Some $3,750,000 of Geritol's advertising was in network tv, and the remainder in newspapers, magazines and spot tv. Next largest selling product for the company is probably Sominex, with sales estimated about $4,000,000 and an ad budget of nearly $2,000,000 of which $1,625,000 went into network tv and some $250,000 into newspapers. It, too, is considered the leader in its field—sleep inducing preparations.

▪ Following these two big guns, the long-known Serutan is probably the next best seller, with sales estimated at $2,000,000 and an advertising budget at more than $1,000,000, of which $860,000 went into network tv. Close behind are Williams' Lectric Shave, which probably has better than 50% of the pre-shave market, and Aqua Velva, with a like amount of sales but no comparable market share. After purchasing the 117-year-old Williams operation in 1957 for about $5,400,000, Pharmaceuticals went to work on the toiletries company, product by product.

It gave Aqua Velva national advertising support which has reportedly increased its share of market. Last April a $1 Imperial Aqua Velva was introduced as a companion to the 69¢ Ice Blue version. Plastic traveler size bottles of Ice Blue Aqua Velva and Lectric Shave were marketed this past June and the company thinks this will fill an often expressed consumer desire.

The Conti shampoo line—an old, established name—was given a hard look and advertising played up the product's purity, softness and luster. And Kreml Corrective, a dandruff remedy, was launched in May, 1958. Some $350,000 went into advertising the entire Kreml line last year. The Williams shaving cream group, with the exception of the mug soap, which is among the largest sellers in its field, is at the low end of the pole, in both share of market and advertising dollars spent. In the Consolidated Consumer Analysis, share of market for Williams Brushless in 21 markets ranged from 1.3% to a high of 5.8% in several areas. Williams pressurized creams are not even ranked. Skol suntan lotions and creams are also part of the Williams acquisition.

▪ International operations were expanded in 1958, the company reports, with a total of $950,000 (up $150,000) spent through J. Walter Thompson Co., mostly for the Williams line, which is a well-known overseas product. Domestically, more than $600,000 was spent for Aqua Velva last year; $300,000 for Lectric Shave; $500,000 for all Williams shaving preparations.

The company's tv ad program weathered rough going last year when the quiz scandals broke. As sponsor of "Twenty One," Pharmaceuticals found itself with a show whose declining ratings put it into oblivion, and several subsequent fast switches were unhappy choices. Tv plans for this fall call for sponsorships of "Person to Person," "Groucho Marx," "Tightrope," "It Could Be You," "The Texan" and others.

▪ Other new product introductions during the year include Banarin capsules, an anti-cold preparation on which more than $425,000 was spent.

Executive departures during the year include Fred Apt, who is now a media consultant to *Life*, Benjamin M. Sieger, who is now a marketing director for the Boyle-Midway division of American Home Products, and Henry O. Dow, who became marketing director for the toiletries and cosmetics division of Warner-Lambert Pharmaceutical Co.

Most of the company's advertising is handled by Parkson Advertising, an agency with which Pharmaceuticals has intimate ties. Parkson was formerly known as Edward Kletter Associates. Last year Mr. Kletter moved from the agency to the client as vp and director of advertising. Franklin Bruck, whose agency merged into Parkson, where he was chairman of the board, subsequently also moved to the client, as vp in charge of new business acquisitions. The vast majority of Parkson billings comes from Pharmaceuticals.

ADVERTISING EXPENDITURES*

	1958	1957
Newspapers	$ 733,284	$ 1,096,064
Magazines	126,113	597,840
Network Television	10,173,557	8,585,635
Spot Television	202,440	940,150
Total Measured	11,235,394	11,219,689
Total Unmeasured	1,814,606	780,311
Estimated Total Expenditure	$13,050,000	$12,000,000

*The figures used here were supplied by outside media sources and they differ in several categories from the figures supplied by Pharmaceuticals. Significant differences occur in magazines, where the company reports expenditures of $500,000; spot tv where it reports $300,000 and network tv where it reports $10,600,000.

MARKETING PERSONNEL

Harry Parness, vp and director of sales
Mrs. R. H. Morgan, asst. to the director of sales
Harold L. Grafer, director of marketing, J. B. Williams products

Advertising

Edward Kletter, vp and director of advertising
Philip Agisim, director of market planning

Public Relations

James H. Fitzgerald, director of public relations

ADVERTISING AGENCIES

Parkson Advertising, New York—Ted Bergmann, account supervisor—Geritol, Geritol Jr., R.D.X., Serutan, Serutan Plus, Sominex, Zarumin, Devarex, Banarin, Aqua Velva, Lectric Shave, Williams Shave creams, Conti shampoos, Kreml hair preparations, Skol suntan lotions and creams, Journal of Lifetime Living.

Street & Finney, New York—Robe Finney, account executive—Serutan ac vertising in Canada.

J. Walter Thompson, New York—Ricl ard Cass, account executive—all Willia foreign advertising except Canada.

Pillsbury Co.

Pillsbury Co., Minneapolis, is th nation's 42nd largest advertise with total 1958 expenditures esti mated by ADVERTISING AGE a about $18,500,000. Of this $10,891, 689 was in measured media. Thi compares with an estimated $16, 000,000 spent in 1957 and is a littl above the estimated $18,000,00 spent in 1956.

These expenditures include $9,254,059 in measured media 1957 and $11,452,572 in measure media in 1956.

Of the 1958 measured media largest expenditure was in network television, which took $5 205,578. Next largest was new papers, $2,953,690, and magazine $1,978,863.

▪ The nation's second large milling company (General Mills the largest) achieved the highe net sales and earnings in its hi tory for the fiscal year ended la May 31. Sales were $359,657,894, u 2.5% from $350,610,428 the year before. Earnings were $7,913,04 40% up from the previous year $5,641,700.

Pillsbury's increase in earning Paul Gerot, president, said, cam from several favorable factors Sales volume was up in all produc areas, while prices to consumer were not increased (in some case they were lowered); new product aided the earnings picture, as di better utilization of resources plant modernization and expan sion, plus "unusually favorab markets throughout the industr for the sale of milling by-products."

▪ Pillsbury, which was solely flour miller until World War I when it added first a line o bak ing mixes and then refrigerat dough products, has been ex tremely active on the new produ front in the past several years. A total of 22 new products we introduced during the year, a Mr. Gerot said the number w continue to increase.

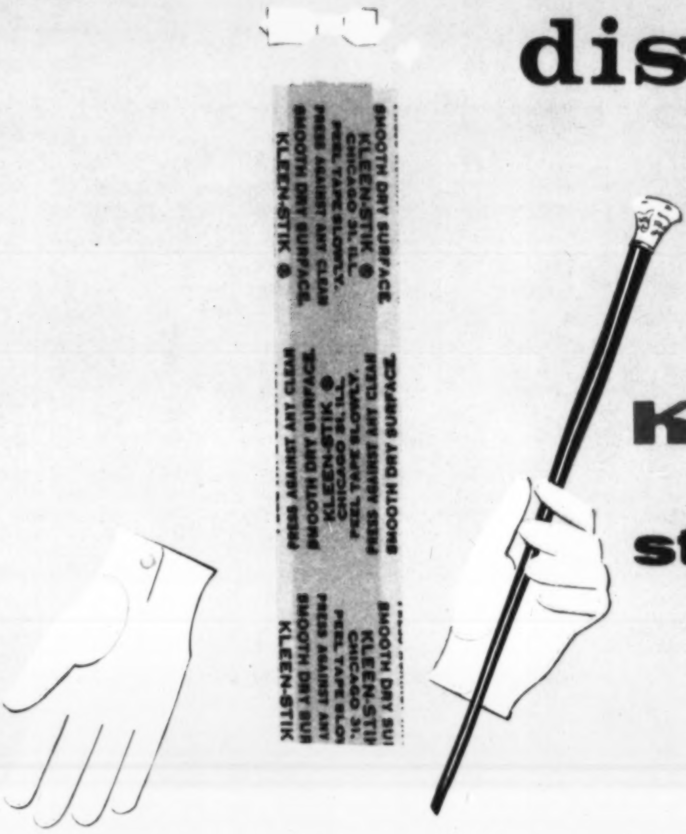
Pillsbury made its first majo departure from the baking pro ucts field during the year w two potato items, instant mashe potatoes and quick hash brow potatoes, which were test mar keted earlier this year and no are ready for national distributio

The following consumer pro ucts were introduced to nation markets in fiscal 1959: oran frosting mix, orange pudding ca mix, orange angel cake mix, pi apple-lemon angel cake mix, b nana loaf-spice cake mix, popo mix, apple crunch dessert mi pound cake mix, and honey bu wheat pancake mix.

In addition, three new desse mixes will be introduced nation ally in September: lemon chiffo float mix, chocolate Boston crea pie and vanilla Boston cream pie. Pillsbury now markets 10 refrigerated food products, compared with only two in 1954. Pillsbury expects to launch a number of new refrigerated products "in the near future." During the year the institutional products division and the bakery mix division also added several new products.

▪ In September, 1958, the company changed its name from Pillsbury Mills to Pillsbury Co., officially noting its expansion into non-milling fields and officially serving notice of its plans for further expansion and diversification. As recently as 1940 about 90% of Pillsbury's business involved flour. Today, although Pillsbury is making more flour than ever before,

work clothes for America's *Best-Selling* displays


SMOOTH DRY SURFACE.
KLEEN-STIK ®
CHICAGO 31, ILL.
PEEL TAPE SLOWLY.
PRESS AGAINST ANY CLEAN
SMOOTH DRY SURFACE.
KLEEN-STIK ®

KLEEN-STIK®

Pressure-Sensitive Adhesive

strips-'n-spots

Even the hardest-working, hottest-selling P.O.P. displays have that "top hat" look when they're backed with self-sticking Kleen-Stik! STRIPS-'n-SPOTS of this modern adhesive make signs and streamers easy to put up . . . get 'em up and *keep* 'em up in more locations for more exposure and *more sales.*

STRIPS-'n-SPOTS create *their own* ideas, too — make possible unique display pieces for added attraction and selling impact. Best of all, any printer, lithographer or silk-screen printer can have STRIPS-'n-SPOTS added to any printed piece — quickly and economically — by a nearby Kleen-Stik Service Plant.

Exclusive Advantages of **KLEEN-STIK "strips-'n-spots"**

- **Easy to Put Up** . . . just peel and press
- **Stick Tight** on any hard, smooth surface
- **Need No Water,** glue, tacks, or tape

kleen-stik®
PRODUCTS, INC.

7300 W. Wilson Ave., Chicago 31, Ill.

SEE OTHER SIDE FOR APPLICATIONS AND LOCATION OF YOUR *Nearest* KLEEN-STIK *Service Plant*

CHICAGO 31, ILL.
PEEL TAPE SLOWLY.
PRESS AGAINST ANY CLEAN
SMOOTH DRY SURFACE.
KLEEN-STIK ®
CHICAGO 31, ILL.
PEEL TAPE SLOWLY.

Let's get Acquainted!
Bull Dog Beer
TAKE HOME A CASE!

Table Tent

ideal "Idea Material" for unique, effective P.O.P. displays

kleen-stik®

strips-'n-spots

Take some home
Carnation
VANILLA ICE CREAM

3-D Display

Easy . . . fast . . . economical — the most efficient way to get your selling message up where it can *sell*. Ask your printer to show you samples . . . or write for free "Idea Kit".

FREE Take One
RIPE OLIVE
Macaroni Surprise!

Folder Dispenser

Package Replica

try a Snow Cone!
Coca-Cola

Window Streamer

FROZEN
DOLE
FRESH
PINEAPPLE JUICE

Slide-Stik

Flange

Ameco
Ameco INSTANT DESSERT

Shelf Talker

TRY KLEEN-STIK YOURSELF!

Detach this page at perforation. Peel backing from Kleen-Stik, then press on desk top, window, cabinet, or other smooth, hard surface.

10 Convenient SERVICE PLANTS

to meet your needs of strips-'n-spots

Chicago, Illinois
Kleen-Stik Products, Inc., 7300 W. Wilson Ave.

Cincinnati, Ohio
Dyment Co., 659 East 6th St.

Cleveland, Ohio
Dyment Co., 1163 East 40th St.

Detroit, Michigan
Commercial Bindery, Inc., 854 Howard St.

Milwaukee, Wisconsin
Wells-Badger, 225 W. Capitol Drive

Newark, New Jersey
Kleen-Stik Mfg. Co., 410 Frelinghuysen Ave.

New York, New York
Frank P. Carlson, 304 East 23rd St.

Philadelphia, Pennsylvania
Philadelphia Bindery, Lehigh & 3rd St.

St. Louis, Missouri
J. Lewin Bookbinding & Sample Co., 1602 Locust St.

Weston, Ontario, Canada
Kleen-Stik Products, Ltd., 21 Edgar Ave.

kleen-stik® PRODUCTS, INC. • 7300 W. Wilson Ave. • Chicago 31, Ill.

1934-1959 — 25 Years of Pressure-Sensitive Progress

PRINTED IN U.S.A.

PRESS AGAINST ANY CLEAN
SMOOTH DRY SURFACE.
KLEEN-STIK ®
CHICAGO 31, ILL.
PEEL TAPE SLOWLY.
PRESS AGAINST ANY CLEAN
SMOOTH DRY SURFACE.

only about 50% of its business involves flour. Pillsbury is concentrating on exploring the new product field, and while it still markets primarily grain-based products, the company is planning to diversify further and may be marketing non-food products in grocery stores in the future.

At the time of the name change, Pillsbury also changed its articles of incorporation to permit it "to carry on any business." This was done to overcome any legal doubts that the present articles might bar entry into some fields, such as manufacturing of machinery. Pillsbury developed the Turbo-Milling process and built some machinery in its own machine shop, and the company feels that making this machinery might become a good-size business some day.

■ As Pillsbury enters new areas, there may be some products so far removed from food that the Pillsbury name won't even be used, according to the company. Pillsbury Co., the new name, is the fifth for the company in its 90-year history. Besides Pillsbury Mills, the company has been called Charles A. Pillsbury & Co., Pillsbury-Washburn Flour Mills Co. and Pillsbury Flour Mills Co.

Starting with a single product—Pillsbury's Best flour—in 1869, Pillsbury has grown and diversified until it now markets more than 1,000 products. In addition to the new products listed above, the food processor also makes: Obelisk flour (sold in the South); Globe A-1 flour (sold on the West Coast); pancake mixes, hot roll mix, pie crust mix, cookie mixes, cake mixes, frosting mixes, dessert mixes, refrigerated fresh dough products (both Pillsbury and Ballard brands), and Sno Sheen cake flour, plus flour and mixes for institutional and bakery markets. Pillsbury also makes an extensive line of formula feeds for livestock and poultry.

Through an agreement with Kraft Foods Co., all Pillsbury refrigerated products are distributed to grocers' dairy product cases by Kraft.

■ Pillsbury has virtually completed a decentralization and divisionalization operation begun in 1956. Pillsbury's major operating areas—consumer, industrial and agricultural—now operate as complete business enterprises, handling their own production, procurement, marketing and accounting.

The company's industrial area includes bakery flours and mixes, hotel and restaurant mixes and the overseas division; consumer products encompass flours for family use and sold through grocers; mixes, refrigerated products and products such as rolls, biscuits, and cookies; agricultural products include formula feeds for livestock and poultry, grain merchandising and feed ingredients merchandising. The new decentralization operation also puts more emphasis on more authority for sales managers and other top personnel in each division.

■ The company spent a record $8,000,000 for plant expansion and equipment during its past fiscal year, plus $3,500,000 in leasing arrangements for new refrigerated products plants opened at New Albany, Ind., and East Greenville, Pa. Mr. Gerot announced a similar sum will be spent in the coming year. Ground was broken for a new feed plant at Jasper, Ala., and a feed plant was leased at Reedley, Cal. Production of Pillsbury's Turbo Milled flour was increased when facilities at Enid, Okla., were expanded into a 100% Turbo operation. In February, 1958, Pillsbury formally opened its Home Service Center in Minneapolis. The center, first established 12 years ago, was expanded and modernized.

In 1958, the Pillsbury Grand National Bake-Off, probably Pillsbury's biggest single annual promotion, celebrated its 10th anniversary at the Waldorf-Astoria in New York. The 11th Bake-Off will be held Sept. 20, 21 and 22 at the Beverly Hilton Hotel in Beverly Hills, Cal., site of the ninth Bake-Off.

For the third time last year, Pillsbury capitalized further on the Bake-Off by joining with five other advertisers to produce a giant "Parade of Winners" ad, based on 31 winning recipes from the 10th Bake-Off. The big ad, which ran in *McCall's*, was billed as a "printacular" and formed the core of one of the largest single merchandising campaigns ever undertaken by the company. The "Parade of Winners" promotion now has become established as an annual sequel to the Bake-Off itself. The promotion will take a different form in 1959, but will again be the company's "largest ad ever placed in terms of linage and dollars."

■ Pillsbury always has been active in tie-in promotions, joining forces in advertising and promotional campaigns with such groups as Hormel's Dinty Moore beef stew for pie crust mix, the American Dairy Assn. for cookies made with butter, and General Electric Co. for a national "Best of the 10 Bake-Offs" consumer contest.

Pillsbury, a heavy user of newspaper advertising, during the first quarter of 1959, spent $800,000 in newspapers, the most the company has spent in newspapers during a comparable period in recent years. The company also is a heavy tv advertiser, this year sponsoring three network shows, plus some spot tv, and uses large amounts of point of sale and in-store merchandising promotion.

The company currently is fighting an FTC ruling that it must divest itself of Duff properties, acquired from American Home Foods in 1952, and of Ballard properties, which the company obtained when Pillsbury acquired Ballard & Ballard Co.

■ In its share of market, Pillsbury and General Mills (Betty Crocker products) vie each month for first place in cake mixes—a running battle for first and second place. Pillsbury was the pioneer in refrigerated biscuits and still has the largest share of this market, but Betty Crocker has jumped in with a number of products, and others are entering the market. Although General Mills is first in the domestic flour market and Pillsbury is second, Pillsbury is the world's largest exporter of flour. However, Pillsbury is "apprehensive about future flour exports from the U.S.," because flour mills recently have been constructed in some countries to which Pillsbury has been supplying flour.

Early this year Pillsbury named Grant Advertising, New York, to handle its export advertising, effective June 1, replacing Gotham-Vladimir. Campbell-Mithun, Minneapolis, and Leo Burnett Co., Chicago, continue to handle all the Pillsbury domestic advertising.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,953,690	$ 3,114,078
Magazines	1,978,863	1,507,392
Farm Publications	90,206	154,856
Business Publications	89,600	75,000
Network Television	5,205,578	3,805,646
Spot Television	525,160	545,460
Outdoor	48,592	51,627
Total Measured	10,891,689	9,254,059
Total Unmeasured	7,608,311	6,745,941
Estimated Total Expenditure	18,500,000	16,000,000

SALES AND MARKETING PERSONNEL

B. J. Greer, exec vp, industrial area
R. J. Keith, exec vp, consumer area
C. D. McNeal, exec vp, agricultural area

GROCERY PRODUCTS DIVISION

MARKETING PERSONNEL

Earl A. Clasen, vp
H. R. Galbraith, personnel manager
Dean Thomas, sales manager
Harold Huwe, marketing services manager
K. W. Land, director of merchandising
B. G. Keister, national accounts
Warren P. Peterson, director of marketing
A. G. Hodor, brand supervisor-mixes
J. L. Kennedy, brand supervisor-mixes
R. H. Scott, brand supervisor-large sizes Pillsbury's Best flour
J. R. Peterson, brand supervisor—small sizes Pillsbury's Best flour

ADVERTISING AGENCIES

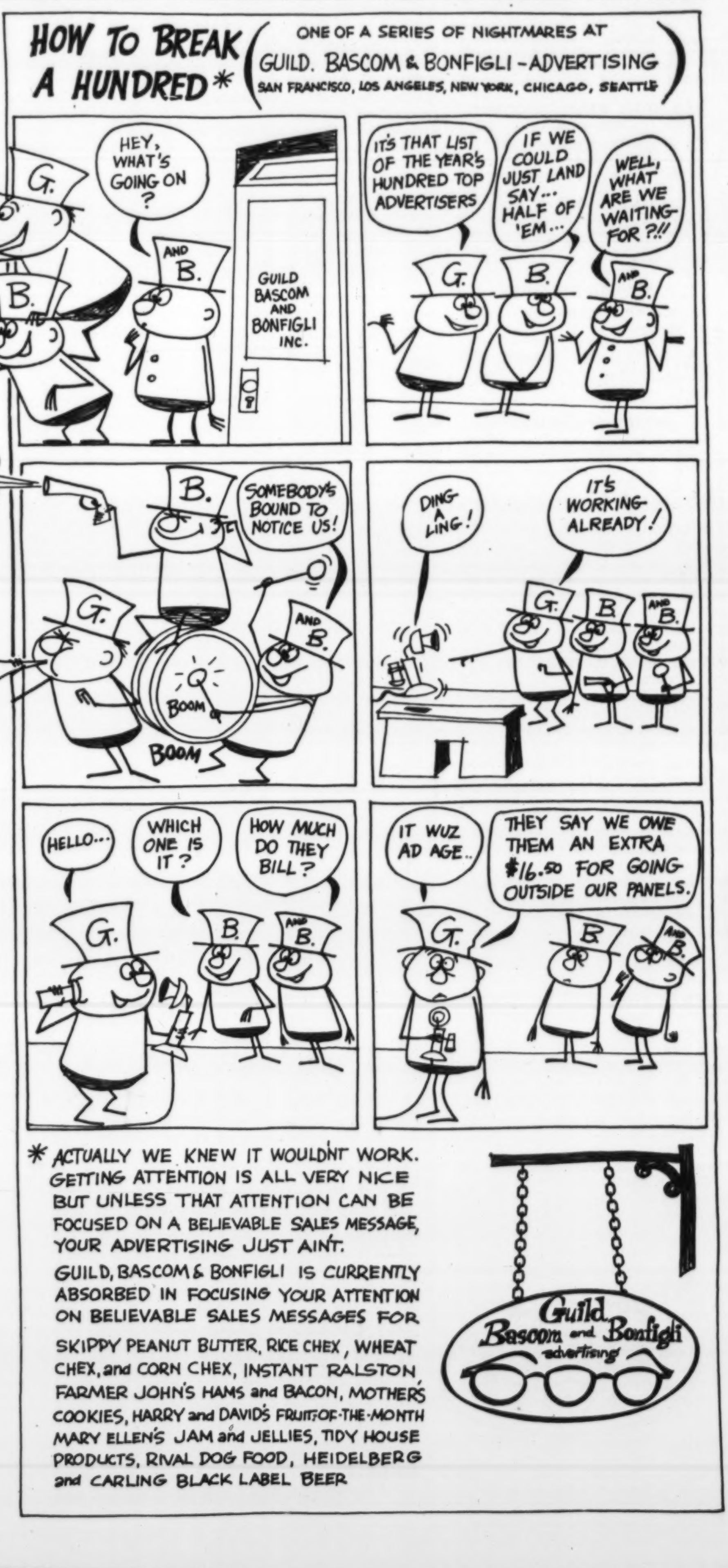
Campbell-Mithun, Minneapolis—Pillsbury's Best flour, Ballard and Globe flours, mixes, grocery products—M. O. Bidwell, group head, family flours, new products; C. R. Strotz, group head, grocery products (except flours); R. J. Nevin, account director, family flours; George Champlin, marketing manager, family flours; R. L. Jones, account executive, family flours; T. S. Shallbetter, associate account executive, Pillsbury's Best flour; W. S. Peck, associate account executive, Ballard and Globe flours; W. D. Weigold, account executive, grocery mixes; W. M. Sorem, associate account executive, grocery mixes.

Leo Burnett Co., Chicago—cake and frosting mixes, variety mixes—C. R. Kopp, account supervisor; Wayne Jarvis, marketing supervisor, variety mixes; L. F. Ohliger Jr., marketing supervisor, cake mixes; R. T. Emory, account executive, cake mixes; J. T. Lindholtz, account executive, frosting mixes and angel food mixes; T. H. Melohn, account executive, variety and dessert mixes; J. W. Wiley, account exeucitve, variety mixes, pancakes and pie crust; E. M. Freeman, account executive, new products; W. S. Robinson, brand supervisor, variety mixes.

BAKERY PRODUCTS DIVISION

MARKETING PERSONNEL

George S. Pillsbury, vp
H. J. Patterson, division vp (national accounts)
B. J. Cruzen, general sales manager, flour
J. W. Sturrock, manager, bakery flours
W. T. Wilson, merchandising manager, flours
E. A. Larson, product manager, soft wheat flours
H. D. Kreiser, general sales manager, mixes
R. L. Johnston, manager, bakery mix
R. J. Dwyer, merchandising manager
Howard G. Baier, merchandising manager
N. E. Groth, product manager, institutional products


HOW TO BREAK A HUNDRED*
(ONE OF A SERIES OF NIGHTMARES AT
GUILD. BASCOM & BONFIGLI - ADVERTISING
SAN FRANCISCO, LOS ANGELES, NEW YORK, CHICAGO, SEATTLE)
HOT DOG!
HEY, WHAT'S GOING ON ?
G.
WOW!
B.
AND B.
GUILD BASCOM AND BONFIGLI INC.
IT'S THAT LIST OF THE YEAR'S HUNDRED TOP ADVERTISERS
IF WE COULD JUST LAND SAY... HALF OF 'EM...
WELL, WHAT ARE WE WAITING FOR ?!!
BANG
SOMEBODY'S BOUND TO NOTICE US!
TOOT
BOOM
BOOM
DING A LING!
IT'S WORKING ALREADY!
HELLO...
WHICH ONE IS IT?
HOW MUCH DO THEY BILL?
IT WUZ AD AGE..
THEY SAY WE OWE THEM AN EXTRA $16.50 FOR GOING OUTSIDE OUR PANELS.
* ACTUALLY WE KNEW IT WOULDN'T WORK. GETTING ATTENTION IS ALL VERY NICE BUT UNLESS THAT ATTENTION CAN BE FOCUSED ON A BELIEVABLE SALES MESSAGE, YOUR ADVERTISING JUST AIN'T.
GUILD, BASCOM & BONFIGLI IS CURRENTLY ABSORBED IN FOCUSING YOUR ATTENTION ON BELIEVABLE SALES MESSAGES FOR
SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX, and CORN CHEX, INSTANT RALSTON, FARMER JOHN'S HAMS and BACON, MOTHER'S COOKIES, HARRY and DAVID'S FRUIT-OF-THE-MONTH MARY ELLEN'S JAM and JELLIES, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG and CARLING BLACK LABEL BEER
Guild Bascom and Bonfigli advertising

R. J. Thelen, technical director

ADVERTISING AGENCY

Campbell-Mithun, Minneapolis—bakery division (including institutional)—W. H. Case, group head, bakery and institutional; R. B. Pile, account director, bakery and institutional; E. W. Geckler, account executive, bakery, W. Toevs, account executive, institutional.

REFRIGERATED FOODS DIVISION

MARKETING PERSONNEL

A. P. Loomis, general manager
J. H. Owens, director of sales and marketing
J. A. Witherspoon, national director of sales (Louisville)

ADVERTISING AGENCY

Campbell-Mithun, Minneapolis—Pillsbury and Ballard refrigerated products—M. O. Bidwell, group head, refrigerated products; D. Itner, account executive, refrigerated products; W. D. Reber, associate account executive, new refrigerated products.

FORMULA FEED DIVISION

Clinton, Ia.

MARKETING PERSONNEL

G. R. Peterson, general manager
J. K. Hubbard, marketing director

ADVERTISING AGENCY

Campbell-Mithun, Minneapolis—feed and soy division—C. R. Strotz, group head, feed division; Bill Prince, account director, feeds.

OVERSEAS DIVISION

MARKETING PERSONNEL

A. B. Sparboe, vp
R. Vogel, director (New York)
W. H. Spoor, division manager (New York)
V. I. Miller, division manager (Portland, Ore.)

ADVERTISING AGENCY

Grant Advertising, New York—export advertising—Murray Powers, account supervisor.

Procter & Gamble Co.

Procter & Gamble Co., Cincinnati, continues to be the nation's second largest advertiser. Its 1958 ad expenditure, ADVERTISING AGE estimates, was $115,900,000, of which $98,529,279 was invested in measured media. The estimated 1957 budget was $110,000,000, of which $90,428,267 was in measured media.

P&G put most of its ad money in television—$84,000,000 went into tv in 1958 and $73,000,000 in 1957.

In the nine months ended March 31 the company and its subsidiaries had a net income of $62,940,705, compared with $56,343,733 for the comparable period in fiscal 1957. Earnings in this period amounted to $3.05 per common share on 20,600,688 shares, compared with $2.75 per common share on 20,464,181 shares in the previous first three quarters.

■ P&G's fiscal year ended June 30, 1958, produced a net profit of $73,196,618—$3.56 per common share—on sales totaling $1,295,163,269. This marks the third year that P&G's sales exceeded the $1 billion mark. The company's preceding fiscal year produced a net profit of $67,807,367—$1.85 per common share—on sales totaling $1,156,389,726.

Principal subsidiaries in P&G's domain in the U.S. are Procter & Gamble Mfg. Co., Procter & Gamble Distributing Co., Procter & Gamble Productions Inc., Clorox Co. (formerly called Clorox Chemical Corp.), Buckeye Cellulose Corp., Traders Oil Mill Co., Hewitt Soap Co., Duncan Hines Co. and Charmin Paper Products Co. P&G no longer regards its Procter & Gamble Defense Corp. as a major subsidiary.

Other principal subsidiaries are in Canada, Great Britain, Venezuela, Philippines, Switzerland, Indonesia, Puerto Rico, Peru, Mexico, France, Belgium, Italy, Morocco and Union of South Africa. The manufacturing plants of P&G's Cuban subsidiaries—Sabates, and P&G Products Co. of Cuba—were sold early this year to a syndicate of former employes and others. P&G brands will continue to be made and sold in Cuba, however, through a licensing arrangement with the new owners.

■ By contrast with recent years—years of broadening that saw P&G enter new fields with its acquisitions of the Duncan Hines cake mix line, Clorox, Charmin Paper Mills and Big Top peanut butter—the past year has been a time of deepening of market penetration.

Ivory Liquid, backed by $3,399,940 in spot tv and another $1,312,959 in newspapers, has now extended its market to include the whole country.

Mr. Clean, the liquid cleanser P&G introduced 15 months ago, is now marketed nationally.

In its food operations, P&G has now marketed its Jif peanut spread (it prefers "spread" to "butter") nationally with the aid of $3,666,000 in spot tv alone.

Whirl liquid shortening, introduced about a year ago in Youngstown, O., is now being marketed also in Pittsburgh and Wichita.

■ Duncan Hines deluxe layer cake mixes, introduced over a year ago in Albany, Columbus and Wichita, are now marketed in about 60% of the country, including most of the East and West Coasts. Advertising supporting this line in 1958 included $2,556,450 in spot tv, $464,895 in magazines, $232,584 in newspapers and $15,650 in farm publications.

Despite relative newness and limited market of Duncan Hines layer cake mixes, they have already risen to the top of that field. In the whole cake mix field, however, Duncan Hines ranks after Pillsbury and Betty Crocker, which rank first and second, respectively.

One relatively new P&G product that is getting particularly heavy ad support is Zest, the company's fourth big toilet soap—the others are Camay, Ivory and the heavy duty Lava. Zest took $4,489,920 of the spot tv budget last year plus more than $1,500,000 in newspapers, including Sunday supplements.

■ In the detergent field, P&G's Tide continues to lead its field with nearly 30% of the market. The company also markets Cheer, Duz detergent, Biz, Dreft, Oxydol, American Family detergent and Dash, its low-sudsing brand.

The dishwashing entries are Cascade, a compound for automatic dishwashers, and Joy and Ivory liquid, liquid detergents. A new P&G entry in this field, Thrill, is being marketed in the Cincinnati and Wichita areas. Older than both Joy and Cascade are P&G's long-established soaps—American Family, Duz, Ivory Flakes and Ivory Snow.

Rounding out the cleaning agent phase of P&G's line are Comet cleanser, first in its market Spic and Span, and Clorox bleach. Like other new P&G products, Clorox accounts for a large slice of the ad budget—$2,696,020 in spot tv alone, plus $1,509,953 in newspapers and Sunday supplements and $384,800 in magazines.

Of P&G's two toothpastes, Gleem, which vies for first place with Colgate, is the more heavily advertised. Its support in 1958 included $1,155,510 in spot tv, $1,245,910 in magazines and more than $600,000 in newspapers, including Sunday supplements.

Crest, P&G's fluoride entry, was mostly advertised in magazines last year—$1,635,610 worth—with only $46,650 in spot tv.

Secret, P&G's deodorant, handled by Leo Burnett Co., is now out of testing and is being marketed in Indiana, Kentucky, Orlando, Jacksonville, Fla., Baltimore, Atlanta, Wichita and Spokane, Wash.

■ P&G's hair care products include Drene and Prell shampoos—each of which took about $155,000 of the spot tv budget last year—plus Lilt, Pace and Pin-It home permanents, which together accounted for more than $1,000,000 in spot tv.

Three other P&G hair care products have been pulled off the market. They are Summer-Sett and Winter-Sett, seasonal hair spray products that were never marketed beyond six or eight markets, and Velvet Blend shampoo. The Summer-Sett and Winter-Sett pair have been withdrawn from Benton & Bowles and Velvet Blend was pulled out of Grey Advertising. P&G says these products are no longer being sold.

Also pulled off the market is Dreft Liquid, formerly handled by Dancer-Fitzgerald-Sample, New York.

There were few marketing personnel switches or corporate changes at P&G during the past year. H. Schuyler Cole, vp of the toilet goods division, was elected vice-president of the paper products division and C. M. Fullgraf has been named manager of the toilet goods division.

P. R. Parrette, formerly manager of P&G's Belgian operations, was named manager of P&G's new trade relations division, which was established to assist the sales organization and other departments in their relations with distributors, retailers and industrial users of P&G products.

Charmin Distributing Co., a new subsidiary, has been formed to handle sales and distribution of Charmin's industrial paper products.

■ P&G has made various changes in agency assignments in the past year:

Charmin paper products, formerly handled by Campbell-Mithun, Minneapolis, is now being handled by Benton & Bowles, New York, thus dropping Campbell-Mithun from P&G's agency roster. Big Top peanut butter, formerly handled by Compton Advertising, New York, is now being handled by Grey Advertising, New York. Fluffo shortening, presently handled by Tatham-Laird, Chicago, is moving to Benton & Bowles, New York, Sept. 1. Ivory Flakes is moving from Compton to Grey, effective Nov. 1.

Radio Advertising Bureau estimates that P&G spent $450,000 in spot radio in 1958.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 6,972,897	$ 7,939,655
Magazines	6,693,743	8,917,358
Farm Publications	15,650	213,508
Business Publications	438,300	394,900
Network Television	50,638,647	47,046,015
Spot Television	33,833,060	25,926,840
Total Measured	98,592,297	90,428,267
Estimated Unmeasured	17,307,703	19,571,733
Estimated Total Expenditure	115,900,000	110,000,000

MARKETING PERSONNEL

Sales

Thomas J. Wood, sales vp
J. W. Hanley, soap products division sales manager
J. S. Janney, food products division sales manager
G. A Conwell, toilet goods division sales manager

Advertising

Edwin A. Snow, advertising manager
E. G. Harness, soap products division ad manager
R. B. Shetterly, food products division ad manager
Joseph Beech, toilet goods division ad manager
A. N. Halverstadt, advertising production division manager
W. M. Ramsey, commercial production director
R. E. Short, programming manager
G. R. Giroux, West Coast programming manager
S. C. Potter, associate programming manager
Paul Huth, media director
E. H. Lotspeich, copy director
C. T. Gerhart, advertising and packaging art director
C. C. Uhling, merchandising division manager

ADVERTISING AGENCIES

Benton & Bowles, New York—Charmin paper products, Crest, Fluffo, Ivory Snow (starting Sept. 1), Prell, Tide, Whirl and Zest—account supervisors: Mark Becker (Ivory Snow), J. D. Bernhardt (Whirl), Michael Turner (Zest), Norman H. Grulich (Crest and Prell Concentrate), J. D. Bernhardt (Tide), Robert F. Young (Liquid Prell)—account executives: James Pierson (Ivory Snow), Douglas Dickson (Whirl), Charles Millard and William Wubbenhorst (Zest), Wilson F. Fowle (Crest), J. W. Griese Jr. and L. H. Goldberg (Tide), John S. Bowen (Liquid Prell), David P. Hotz (Prell Concentrate).

Leo Burnett Co., Chicago—Camay, Jif, Joy, Lava, Pace, Secret—supervisor of soaps, detergents and drugs: E. M. Thiele—account supervisors: Gordon Rothrock (soaps), James Hill (drugs and foods)—account executives: Martin Snitzer (Camay), Robert Williams (Joy), Jim Rice (Lava), Art Hohmann (Jif), William McCredie (Secret), Ross Roy (Pace).

Compton Advertising, New York—bulk soap and shortening, Cascade, Comet, Crisco, Drene, Duz, Gleem, Ivory Liquid, Ivory Flakes, Ivory bar, Duncan Hines DeLuxe cake mixes—account supervisors: Dale Anderson (Crisco, bulk soap and shortening), John Geismar (Duz, Cascade), C. S. Mitchell (Comet), John Cross (Drene, Gleem), E. M. Gallagher (Liquid Ivory), J. W. Cantwell (Ivory Flakes, Ivory bar), H. R. Bankhart (Duncan Hines cake mix)—account executives: Harry Reingold (bulk soap and shortening), Warren Smith (Cascade), Dave McCullough (Comet), Dick Hurley (Crisco), Peter Burns (Drene), John Geismar (Duz), Duane Ragsdale (Gleem), Robert B. Downey (Ivory Liquid), Richard T. Houghton (Ivory Flakes), H. V. Rover (Ivory bar), B. Bieley and E. Gellert (Duncan Hines).

Dancer-Fitzgerald-Sample, New York—Biz, Dash, Dreft, Oxydol—exec vp in charge of P&G service: C. T. Birch—account supervisors: C. H. Wolfe (Oxydol), F. M. Mitchell (Biz, Dreft), I. M. Sloan (Dash)—account executives: N. N. Hovde (Oxydol), A. Gavan (Dreft), W. Cory (Biz), E. Gair (Dash).

Gardner Advertising Co., St. Louis—Duncan Hines special baking mixes—account supervisor; Warren Kratky—account executive: Wayne Stewart.

Grey Advertising, New York—Lilt, Lilt Refresher, Party Curl, Pin-It, Shasta, Big Top—executive account supervisor: Samuel Dalsimer—account supervisors: Edward H. Meyer (Big Top), Jerome S. Stolzoff (Lilt, Lilt Refresher, Party Curl, Pin-It, Shasta)—account executives: Lawrence Gross (Big Top), Elliott W. Reed (Lilt, Lilt Refresher, Party Curl), Daniel H. Dolgins (Pin-It, Shasta).

Honig-Cooper, Harrington & Miner, San Francisco—Clorox—account supervisor: Eric Bellingall—account executive: Adolf Klein—account marketing executive: J. O. Mithun.

Tatham-Laird, Chicago—American Family flakes, detergent, bar; Fluffo (shifting to Benton & Bowles Sept. 1); Mr. Clean—account supervisors: Tom Burch (American Family soaps, Fluffo), Paul Schlesinger (Mr. Clean)—account executives: Roger Strecker (American Family), Joe Perry (Fluffo), Pat Tims (Mr. Clean).

Young & Rubicam, New York—Spic & Span, Cheer—account supervisor: Thomas W. Clark (Spic & Span, Cheer)—account executives: William D. Lane (Spic & Span), Allen Gardner (Cheer).

Prudential Insurance Co.

The Prudential Insurance Co. of America, Newark, which was not among the 100 leading national advertisers in 1955, but rose to 93rd in 1956 and to 87th in '57, ended 1958 in the 77th slot. The company spent an estimated $9,712,762 for advertising in 1958, including $8,305,914 in measured media. This advertising compared with $8,064,725 in 1957, including $7,065,669 in measured media.

Prudential registered its second best sales year in 1958, when overall life sales exceeded $10.9 billion. In 1957—the peak year—such sales amounted to $11.2 billion. Group insurance sales reached a high of $2 billion in 1958, a gain of $280,000,000 over 1957.

■ About 35,000,000 persons were Prudential policy holders at the end of 1958, an increase of about 1,000,000 persons over the previous year's total. Insurance in force rose nearly 8.5%, to $70.5 billion. Premiums from 1958 sales of individual sickness and accident policies aggregated $31,000,000—a gain of $5,000,000 over 1957.

Prudential, which last year put upwards of $5,000,000 into television and radio (including talent charges), continued its sponsorship of "The Twentieth Century" (CBS-TV). This is a half-hour series presenting "great events, problems and unforgettable personalities of our times." Prudential last year used *Family Weekly, Parade, This Week Magazine* and a number of independent Sunday supplements. It placed six insertions in *Successful Farming*, stressing phases of insurance protection. An example: reminding farmers of sickness and accident plans available through Prudential.

Regional home offices—in Boston, Jacksonville, Houston, Los Angeles, Chicago, Minneapolis and Toronto—advertise in local newspapers, radio, television and outdoor.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,978,871	$ 2,444,809
Farm Publications	24,000	17,694
Magazines	26,350	70,229
Business Publications	52,000	71,407
Network Television & Radio	5,202,493	4,377,723
Spot Television	22,200	83,807
Total Measured	$ 8,305,914	$ 7,065,669
Total Unmeasured	*$1,406,848	999,056
Estimated Total Expenditure	$ 9,712,762	$ 8,064,725

*Includes $1,281,834 for canvassing and $48,469 for "all other advertising." Canvassing, in 1957, took $1,281,834.

MARKETING PERSONNEL

Frederick H. Groel, vp in charge of advertising, public relations and sales promotion
Henry M. Kennedy, executive director of advertising, public relations and sales promotion
Henry E. Arnsdorf, associate director of public relations and advertising
Kenneth L. Brooks, associate director of sales promotion
Joseph Hoffmann, assistant director of advertising.

ADVERTISING AGENCY

Reach, McClinton & Co.—Robert W. Robb, account supervisor; Thomas Crolius, account executive.

Quaker Oats Co.

Quaker Oats Co., Chicago, is the the nation's 46th largest advertiser. ADVERTISING AGE estimates it spent a total of $17,229,894 in 1958, $14,363,973 of it in measured media. This is a 7.6% increase over the $16,000,000 the company spent last year, including $12,558,941 in measured media. (This year's measured media figure includes spot radio, which last year was included in the unmeasured media figure.)

The company's sales for the fiscal year ending June 30, 1958, were $314,517,000, compared with $302,630,000 in fiscal 1957, a 4% increase. Its net income was $12,918,000, $3.22 a common share, compared with $12,130,000 or $3 per share in fiscal 1957.

■ Quaker's products include Quaker Oats and Mother's Oats (the same product, except that the Mother's Oats brand is retained because it is popular in some states); Quaker Puffed Wheat and Puffed Rice; Ful-O-Pep livestock and poultry feeds; Muffets; Pack-O-Tens; Aunt Jemima Easy Mixes; Ken-L-Products dog foods, Puss 'n Boots cat foods. Quaker and Aunt Jemima corn meal and grits; Masa Harina tortilla flour mix (in the Southwest primarily); flour, noodle and macaroni products; Flako mixes; Chuck Wagon Charcoal Briquets and Quaker Oats furan chemicals (furfural and others) which it sells to industrial users.

Quaker has ten agencies handling its products in the U. S. and Canada.

■ Early in 1959 Quaker altered its advertising, marketing and sales setup with the avowed aim of creating, in the words of Donold B. Lourie, the company's president, "a modern marketing team attuned to today's changing pattern of food distribution."

Heading the new marketing organization is William G. Mason as vp in charge of marketing. He had been cereal sales vp since 1951. Reporting to Mr. Mason are

Victor Elting, advertising and merchandising vp, and head of the advertising and merchandising department, and Robert D. Stuart, grocery products vp, head of the grocery products sales department. Mr. Elting had been advertising vp and Mr. Stuart was pet foods division vp. Other appointments and changes were made in line with the new setup.

■ According to Quaker, under the new arrangement responsibility for advertising, promotion and merchandising will be centered in the new advertising and merchandising department. The sales department will have two main responsibilities: (1) direction of the field sales organization; (2) development of new and modern techniques of carrying on sales work. The commercial research department, headed by James L. Spangenberg, director, commercial research, will serve as the investigating arm of the marketing unit.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,889,910	$ 3,839,399
Magazines	2,494,734	2,297,571
Farm Publications	177,610	230,900
Business Publications	400,800	361,100
Network Television	4,693,728	4,706,501
Spot Television	1,679,690	1,123,470
Outdoor	27,501	——
Spot Radio	1,000,000	*
Total Measured	14,363,973	12,558,941
Total Unmeasured	2,865,921	3,441,059
Estimated Total Expenditures	$17,229,894	$16,000,000

*Not available last year.

MARKETING PERSONNEL

W. G. Mason, vp, marketing

Grocery Product Sales Department

R. D. Stuart, vp, grocery products
M. F. Lynch, general sales manager
J. A. Donaldson, director of sales development
James L. Spangenberg, director, commercial research.

Advertising & Merchandising Department

Victor Elting Jr., vp, advertising and merchandising
Peter B. Warner, advertising director
R. S. Macdonald, manager, industrial and institutional advertising
R. Parker Long, group merchandising manager, pet foods
R. R. Fenner, group merchandising manager, corn goods and Flako mixes
H. M. Andersen, group merchandising manager, Aunt Jemima mixes
K. F. Browning, group merchandising manager, cereals
R. P. Einwalter, advertising manager, Aunt Jemima mixes
E. R. Entwisle, advertising manager, Ken-L-Products
D. B. Jamieson, advertising manager, Puss 'n Boots
U. B. Shockley, advertising manager, corn goods and Flako Products
R. B. Strom, advertising manager, cereals
A. A. Dennerlein, manager, feed advertising and merchandising
Robert E. Weed, manager, advertising services
T. M. Jarvis, manager, promotion services
J. P. Odell, manager, consumer promotions
James E. Mason, sales promotion manager

Public Relations

Thomas B. Bartel, vp, employe and public relations

ADVERTISING AGENCIES

Baker, Tilden, Bolgard & Barger, Chicago—Quaker and Mother's Oats, Quaker Puffed Wheat and Puffed Rice, Muffets, Pack-O-Tens, Ful-O-Pep livestock and poultry feeds—Bruce Baker, Harry Johnson, William Aiston, account executives on Quaker cereals; Harry Barger, account supervisor; F. Q. (Mike) Dotson, account executive on Ful-O-Pep.

Clinton E. Frank Inc., Chicago—Flako mixes, flour—Phil Bash, account supervisor; Herbert Butz, account executive.

John W. Shaw Advertising, Chicago—Aunt Jemima Easy Mixes and Aunt Jemima and Quaker brands of corn meal, grits, and macaroni products—P. L. O. Smith, account supervisor; William Pullman, account executive on Aunt Jemima Easy Mix; Ed Renno, account executive, corn goods.

J. Walter Thompson Co., Chicago—Aunt Jemima pancake mixes, Ken-L-Ration, Ken-L-Meal, Ken-L-Biskit, Ken-L-Treats, and Ken-L-Burger—Alexander Gunn, account supervisor; Donald Rice, account executive, Aunt Jemima pancake mix—Tom Wason, account executive Ken-L Ration, Ken-L-Biskit, and Ken-L-Treats; John Crosbie, account executive, Ken-L-Meal and Ken-L-Burger.

Lynn Baker Inc., New York—Puss 'n Boots—Harry Kebel, account executive.

Headen, Horrell & Wentsel, Chicago—Chuck Wagon charcoal briquets—Jack Wentsel, account executive.

Thomas F. Conroy Advertising, San Antonio—Masa Harina tortilla flour mix—Thomas Conroy, account executive.

L. G. Maison & Co., Chicago—Special program on medical advertising on oats—Harry Brenner, account executive.

National Export Advertising Service Inc., New York—All export advertising—Gerard Viola, account executive.

Spitzer & Mills, Toronto—Canadian advertising for Canadian subsidiary—L. F. McCartney, George Riches, Donald McIntosh, account executives.

Radio Corp. of America

Radio Corp. of America, New York, the nation's 17th largest advertiser, decreased its advertising expenditures for the second straight year in 1958, investing a total of $30,605,000, compared with $32,807,000 in 1957. The 1956 expenditure was a record $35,173,000. Expressed as a percentage of gross sales, RCA's advertising investment has slipped from 3.1% in 1956 to 2.8% in 1957 and to 2.6% in 1958.

Figures supplied to ADVERTISING AGE by RCA show that the company spent $13,290,000 in measured media in 1958, compared with $11,925,000 in 1957. This 1958 figure is some $2,000,000 higher than the measured media total compiled by AA from measuring service sources. The discrepancy is apparently due mainly to RCA's inclusion of time and talent costs for network television.

■ RCA's earnings last year were about equal to its advertising expenditures. RCA cleared $30,942,000 on sales of $1,176,094,000. These earnings, down sharply from the 1957 net of $38,549,000, were the lowest in nine years. Volume was about the same as 1957's $1,176,277,000.

RCA is moving out of its reces-

Put More Zit in Your Zingo
ORIGINAL GIMMICKS
Novel gimmicks spark campaigns, make friends, do big promotional jobs—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1c to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.

How advertisers of
MAJOR APPLIANCES
rank national magazines
(Jan.-June, 1959)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$2,171,578
2.	Saturday Evening Post	1,887,558
3.	Better Homes & Gardens	1,491,491
4.	Good Housekeeping	1,013,134
5.	Reader's Digest	879,401

BIGNESS
is a fact of LIFE

Source: P.I.B. (gross figures).

sion-induced slump this year. Sales and earnings in the first quarter of 1959 were the highest in the company's 40-year history. Volume jumped from $278,339,000 in 1958 to $321,816,000. Earnings rose 44%—to $12,931,000, as against $9,004,000 in 1958.

■ This sharp pickup in sales and earnings reflects the steps RCA has taken to broaden its operations in the electronics field. In diversifying its activities, the company is decreasing its dependence on consumer products—and this may explain why advertising expenditures are moving downward. RCA points out that in the past two years the non-entertainment aspects of its business "have increased by more than 30%." Fifteen new units have been formed to operate in such areas as missiles and satellites, automation, electronic data processing and atomic energy. In 1958 alone, RCA introduced nearly 100 new products or components, ranging in size from tiny television tubes to mammoth radars. In 1959, RCA plans to introduce some 300 more new products.

The reorientation is reflected in the sales breakdown. RCA did 25.9% of its business with the government in 1958, compared with 22.7% in 1957. "Sales to commercial customers"—a catch-all category covering both consumer and industrial products—accounted for 45.4 of volume, compared with 50% in 1957. Thus, consumer products—radio and tv sets, phonographs and records—may now represent as little as 20% of RCA's total volume. The National Broadcasting Co. contributed 26.2% of the volume, compared with 24.9% in 1957.

RCA's consumer products account for roughly two-thirds of the corporation's advertising budget. NBC probably accounts for another 10%.

■ The most heavily advertised item continues to be the television receiver line, although expenditures were reduced in 1958. RCA spent in excess of $6,000,000 last year to promote the sale of its b&w and color receivers. The 1957 expenditure was estimated at $8,000,000.

RCA was the largest seller of television sets for many years but Zenith Radio Corp. now claims that it edged ahead of RCA during 1958. Industry-wide production of tv sets slipped last year from 6,399,345 to 4,920,438. RCA, which reported the sale of its 9,000,000th tv receiver in 1957, said it produced its 10,000,000th set in 1958. This would indicate that RCA holds a 15 or 20% share of the tv receiver market.

RCA continues to plug away for color television, where it has an investment of $130,000,000. The company told stockholders that it is "rapidly approaching the point where it will begin earning a profit on its color investment." Other producers continue to regard color tv with skepticism but Admiral Corp. recently announced plans to market and promote color sets.

■ RCA's record sales continued to roll along in high gear during 1958 and the company invested more than $3,000,000 to advertise albums. RCA is the nation's leading manufacturer of records and is off to a fast start in the new stereophonic field. The company reports that in March of this year stereo albums accounted for one-third of total record album sales and it says RCA's share of this stereo business "was better than 40%."

RCA continues to be a leading factor in the sale of radio sets and record playing equipment. Advertising expenditures on behalf of these products amounted to nearly $4,000,000 in 1958. The company now has a complete line of 15 stereo-orthophonic high-fidelity "Victrolas" and 10 complementary loudspeaker units.

The National Broadcasting Co. reports 1958 as one of its most successful years. Television time sales were up 11.3% and the radio network enjoyed a 15% gain in billings. NBC owns six tv and seven radio stations and it reports that revenues of these properties increased 8% in 1958.

■ RCA increased its network television advertising substantially in 1958. It invested a total of $7,712,000 in NBC time and programs, compared with $4,643,000 in 1957. The big cutback in 1958 came in cooperative advertising, where RCA slashed $2,000,000 from the $10,000,000 spent in 1957. The decline in co-op is reflected in the declining figures for spot tv. Published figures show that RCA product advertising in spot tv declined from $1,407,000 in 1956 to $797,000 in 1957 and to $423,000 in 1958—and these represent mainly investments by dealers and distributors. RCA itself reports that it spent *nothing* on spot television in 1958.

Two major anti-trust suits involving RCA were settled in 1958. In October, RCA agreed to a consent decree settling a government anti-trust suit filed in 1954 and charging the company with restraining competition through its patent holdings. On the same day, RCA entered a plea of *nolo contendre* to a companion anti-trust suit—this one a criminal action—brought by the government in February, 1958, and was fined $100,000. The consent judgment provides for a patent pool in the field of color tv. Any manufacturer may partcipate in the pool on a royalty-free licensing basis. The pool will include RCA's key color patents.

■ Two more anti-trust suits are still pending against RCA. The government has brought an action to void NBC's swap of stations in Cleveland for Westinghouse stations in Philadelphia. The U. S. district court in Philadelphia dismissed this action but the U. S. Supreme Court ruled on Feb. 24, 1959, that the action must be tried on its merits. Another suit, brought by Philco Corp. in 1957, charges monopolistic practices in patent pools and asks damages of $150,000,000. RCA has filed eight counter claims against Philco and its subsidiary, Lansdale Tube Co., for back royalties infringement of RCA patents.

On the organizational front, there were some important realignments. The old television and radio & "Victrola" divisions have been combined into the RCA Home Instruments division headed by Jack S. Beldon. Robert A. Seidel, formerly exec vp for consumer products, moved up to become assistant to the president. Charles M. Odorizzi, formerly exec vp, sales & services, was named group exec vp for consumer products and services. P. J. Casella, president of RCA Victor Co. of Canada, was given the additional assignment of exec vp, consumer products.

At NBC, David G. Adams was appointed senior exec vp, Walter D. Scott became exec vp for the NBC-TV network and Matthew J. Culligan was elected exec vp for the radio network.

Two tables of RCA advertising expenditures are presented below, the first showing expenditures as listed by various statistical bureaus, and the second showing the breakdown reported by RCA:

ADVERTISING EXPENDITURES*

	1958	1957
Newspapers	$ 1,123,000	$ 1,573,000
Magazines	2,600,000	2,878,000
Farm Publications	76,000	109,000
Business Publications	410,000	828,000
Network Television	6,458,000	2,344,000
Spot Television	424,000	797,000
Total Measured	11,100,000	8,529,000
Total Unmeasured	19,505,000	24,278,000
Estimated Total Expenditure	30,605,000	32,807,000

ADVERTISING EXPENDITURES**

	1958	1957
Newspapers	$ 1,294,000	$ 2,135,000
Magazines	2,245,000	2,752,000
Farm & Business Publications	2,012,000	2,047,000
Network Television (Time & Talent)	7,712,000	4,643,000
Spot Television	——	332,000
Outdoor	27,000	16,000
Co-op	8,000,000	10,000,000
Sub-Total	21,290,000	21,925,000
Other	9,315,000	10,882,000
Grand Total	30,605,000	32,807,000

*Measured media expenditures as reported by Bureau of Advertising, PIB, Farm Publication Reports, Associated Business Publications and Television Bureau of Advertising.

**Expenditures as reported by RCA.

MARKETING PERSONNEL

Charles M. Odorizzi, group exec vp, consumer products and services
W. Walter Watts, group exec vp, electronic components and international operations
P. J. Casella, exec vp, consumer products
Theodore A. Smith, exec vp, industrial electronic products
A. L. Malcarney, exec vp, defense electronic products
D. C. Lynch, vp and managing director, international division
M. F. Bennett, vp, distribution
W. E. Boss, director, color television coordination

Advertising

R. H. Coffin, vp, advertising and sales promotion
J. W. Jackson, manager, advertising and sales promotion administration
P. W. Grover, administrator, radio-tv broadcasts
R. E. Conley, manager, publications advertising and sales promotion

Public Relations

E. C. Anderson, exec vp in charge of RCA public relations
Orrin E. Dunlap Jr., vp in charge of institutional advertising
Sidney M. Robards, director of press relations

RCA HOME INSTRUMENTS

MARKETING PERSONNEL

Jack S. Beldon, vp and general manager
J. M. Toney, vp, RCA Victor television products
R. W. Saxon, vp, RCA Victor radio and "Victrola" products
J. M. Williams, manager, advertising and sales promotion, home instruments
J. P. Bannon, general sales manager, television products
L. J. Collins, general sales manager, radio and "Victrola" products
A. R. Baggs, manager, merchandise, radio and "Victrola" products
A. B. Mills, manager, merchandise, television products

RECORD DIVISION

MARKETING PERSONNEL

Sales

G. R. Marek, vp and general manager
W. W. Bullock, vp, commercial records creation department
J. Y. Burgess, manager, commercial sales and merchandising department

Advertising

W. I. Alexander, manager, advertising, publicity and promotion
George Parkhill, manager, popular advertising and promotion
Bernard Miller, manager, Red Seal advertising and promotion
Edward H. Kelly, manager, advertising, custom records

Public Relations

H. S. Helman, manager, press and information
Robert Kotlowitz, administrator, press and information, albums
Jack Dunn, administrator, press and information, single records

ELECTRON TUBE DIVISION

MARKETING PERSONNEL

Sales

D. Y. Smith, vp and general manager
H. Bershe, manager, distributor products department
J. B. Farese, manager, entertainment tube products department
C. E. Burnett, manager, industrial tube products department

Advertising

H. S. Stamm, manager, advertising and sales promotion
F. X. Banko, manager, advertising coordination
J. P. Jannuzzo, manager, advertising and sales promotion, industrial market
G. Sapin, manager, advertising and sales promotion, entertainment market
E. J. Carney, manager, advertising and sales promotion, semiconductors and components

SEMICONDUCTOR AND MATERIALS DIVISION

MARKETING PERSONNEL

Dr. Alan M. Glover, vp and general manager
F. F. Neuner, manager, marketing department
E. B. May, manager, promotion, marketing department
T. R. Hays, manager, sales department

BIG SELLER—*Revlon lipsticks took 40% or more of the market in 1958, backed by magazine ads like this full-color page, as the company's sales rose 16% to a record $110,363,070.*

NATIONAL BROADCASTING CO.

MARKETING PERSONNEL

Robert W. Sarnoff, chairman
Robert E. Kintner, president
David G. Adams, senior exec vp
Walter D. Scott, exec vp, television network
Matthew J. Culligan, exec vp, radio network
P. A. Sugg, exec vp, NBC owned stations and NBC spot sales
Kenneth W. Bilby, exec vp, public relations
Harry Bannister, vp, station relations
Thomas E. Knode, vp, station relations
Hugh M. Belville, vp, planning and research
William K. McDaniel, vp, sales, radio network
George A. Graham Jr., vp, sales planning, radio network
Thomas B. McFadden, vp, general sales executive, television network
Don Durgin, vp, sales, television network
Richard H. Close, director, NBC spot sales
Norman Racusin, director, business affairs, television network

Public Relations and Advertising

Sydney H. Eiges, vp, press and publicity
John H. Porter, director, advertising
Donald J. Foley, manager, trade and NBC owned stations advertising
John Graham, advertising art director
Edwin Vane, manager, audience advertising and promotion

ASTRO-ELECTRONIC PRODUCTS DIVISION

MARKETING PERSONNEL

Dr. Elmer W. Engstron, senior exec vp, acting general manager
Barton Kruezer, manager, marketing development
Donald L. Gunter, manager, market development

Defense Electronic Products

J. M. Hertzberg, vp, defense marketing
A. S. Hawthorne, manager, marketing administration

Industrial Electronic Products

J. P. Taylor, manager, marketing plans and services, communications and industrial electronic products operations division
E. C. Tracy, manager, broadcast equipment marketing department, broadcast and television equipment division
A. F. Inglis, manager, closed-circuit television marketing department, broadcast and television equipment division
J. E. Johnson, manager, marketing department, electronic data processing division
I. C. Maust, manager, industrial and machine tool operations department, industrial and automation division
Robert J. Angliss, manager, advertising and commercial services, RCA Communications
Valentine Arbogast Jr., administrator, sales promotion advertising, RCA communications

ADVERTISING AGENCIES

Kenyon & Eckhardt, New York—RCA sponsored radio and television programs; television products, radio and "Victrola" products, international, corporate staff and institutional advertising, RCA Victor Distributing Corp. (Chicago and Los Angeles branches)—R. C. Barker, account supervisor; Kevin Kennedy, senior account executive; P. T. Connelly (TV, radio and "Victrola" products) and Clinton F. Wheeler (corporate staff and institutional advertising) account executives.

Grey Advertising Agency, New York—records, NBC and corporate staff—Leroy B. Block, account supervisor; R. J. Willheim, account executive, and Philip Sklar, assistant account executive (records); Jack Curry, account executive (NBC owned and operated stations and NBC radio network); R. David Kimble, account executive (NBC television network and California National Productions, Inc.).

Al Paul Lefton Co., Philadelphia, New York, Chicago—defense electronic products, industrial electronic products, electron tube division, semiconductor and materials division; international division (technical products), RCA Institutes, RCA Service Co., engineering recruitment—H. S. Louchheim, executive supervisor; John Jensen (defense and industrial products), J. D. Moses Jr. (Service Co. and corporate staff); L. G. Lessig (tube and semiconductor and materials divisions); G. J. Leroy (international division); G. William Wolfston Jr. (Institutes); H. M. Brown (engineering recruitment, Philadelphia); B. Kessler (engineering recruitment, New York); account executives.

Albert Frank-Guenther Law, New York—financial advertising—Howard C. Allen, account supervisor; I. J. Rosen, account executive.

Gehnrich Associates, New York—RCA Communications Inc.—Charles Gehnrich, account executive.

A. R. Brasch & Sons, Detroit—RCA Victor Distributing Corp. (Detroit branch)—David Brasch, account supervisor.

Associated Advertising Agencies Inc., Wichita, Kan.—RCA Victor Distributing Corp. (Wichita branch)—Louis Foster, account supervisor.

B. J. Butler, Buffalo—RCA Victor Distributing Corp. (Buffalo branch)—B. J. Butler, account supervisor.

Ralston Purina Co.

Ralston Purina Co., St. Louis, is the nation's 70th largest advertiser, with total ad expenditures estimated by ADVERTISING AGE at $10,000,000 in 1958, including $5,683,471 in measured media. The previous year's expenditues were estimated at $10,000,000, including $5,653,701 in measured media.

In 1958 Ralston, celebrating its 65th anniversary, realized its greatest growth as sales and earnings rose to record highs. The company stated in its annual report that growth was balanced among all major divisions.

■ For the first fiscal six months ending March 31 sales and earnings continued to climb. Net sales were $264,058,643, compared with $238,759,065 for the previous six months. Net earnings were $10,256,972, compared with $8,012,003 in the comparable period a year ago. Earnings per share increased to $1.58 from $1.25.

Ralston sales for the fiscal year ending Sept. 30, 1958 were $493,527,453, up $55,265,455 from the previous year's $438,261,998. Profits showed a slight increase for fiscal 1958 with a net of $17,468,759, up $2,899,003 from the 1957 fiscal of $14,569,756. Earnings a share were $2.71 in 1958 and $2.28 the previous year.

Ralston has two major divisions: Ralston division, producer of regular and instant Ralston wheat cereal, Ry-Krisp, Ralston Rice Chex, Ralston Wheat Chex, Corn Chex and Purina Dog Chow, and Purina chow division (feeds) which merchandise nearly 100 products, including livestock, poultry and special chows and sanitation products.

Subsidiary companies are Ralston-Purina Co. of Canada, West Coast Wharf & Storage Co., Taylor Milling Co., Ralston Purina de Mexico, Purina de Venezuela and Purina Limitada, Colombia. Ralston's financial statements included domestic and Canadian subsidiaries only.

■ The international division, which embraces operations outside the U. S. with the exception of Canada, is growing and expanding on a sound basis, but operations have not yet been consolidated in published reports, the annual report said.

Although the bulk of Ralston's measured advertising expenditures are in its Ralston division, chow sales account for most of the company's business. Ralston is the biggest producer of animal feed concentrates in the country and more than 80% of its dollar volume comes from the feeds. It has about 10% of the estimated $3.5-billion commercial manufactured-concentrate feed business.

■ In the Ralston division, Purina dog chow has been one of the marketing success stories of the past few years. In 1957 it took second place, following Gaines, in the estimated $347,000,000 dog food market, about 35% of which is "dry" and most of the remainder canned. In 1958 Purina Dog Chow passed Gaines and became the leading producer in the dry dog-food market. The new dog food was first market-tested early in 1955 and achieved almost complete national distribution in 1956.

Ralston opened a new dog care research center last September as part of its research farms near St. Louis. The new center, which has facilities for 500 dogs, is the largest facility of its kind in the world, Ralston believes, and will expand by several times its present research capacity. The company has long been active in animal research and has an animal population of about 30,000 on its research farms.

■ The Ralston division's products include Instant Ralston, Ry-Krisp, Wheat Chex and Rice Chex. During the 1958 fiscal year "family size" packages of Wheat Chex and Rice Chex were introduced nationally and should eventually result in 15 or 20% increases over the present cereal sales volume, the annual company report said. The new cereal Corn Chex has passed consumer taste tests and should have national distribution by the end of September.

Ralston Purina Co. was founded in 1893 as the Robinson Commission Co. and soon after was bought by William H. Danforth, father of Donald Danforth, current chairman of the board.

The company has long been a proponent of the use of education to expand sales and create satisfied customers. It stresses to farmers the importance of "good breeding, sound management and careful sanitation" as well as "good feeding."

■ In another phase of its education-mindedness, Ralston has won support from educators for its "Bold Journey" tv shows over American Broadcasting. "Bold Journey" is a series of documentary travel and adventure films.

The films are used as a teaching aid by 100,000 teachers with a classroom population of 4,160,000 children. The educational program includes teachers' guides to help stimulate class discussions in social studies, geography, languages, history and similar subjects.

The marketing division, which was set up in 1958, includes the chow sales department, chow ad department and the chow sales promotion department.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 449,470	$ 640,974
Magazines	142,928	271,908
Farm Publications ..	714,472	541,913
Business Publications	46,000	84,000
Network Television	3,376,044	2,723,689
Spot Television	377,510	1,059,010
Outdoor	577,047	332,207
Total Measured	$ 5,683,476	$ 5,653,701
Total Unmeasured	4,361,524	4,346,299
Estimated Total Expenditure	$10,000,000	$10,000,000

PURINA CHOW DIVISION

MARKETING PERSONNEL

J. E. Streetman, vp and director of marketing
H. B. Morris, vp and general sales manager
John McGinty, vp of sales promotion
M. E. Malin, director of advertising

ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all products—J. H. Leach, account supervisor; Ken Hieronymus, account executive, outdoor advertising and dealer cooperative advertising; Creighton Knau, account executive, radio-tv; Jack Sedwick, account executive, print, and Anthony Shimhus account executive, client service.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	———	$ 559,982
Farm Publications ..	698,817	480,960
Business Publications	46,000	———
Network Television	*	*
Spot Television	82,320	129,190
Total	827,137	$ 1,170,132

*Network television and outdoor are not broken down by division and are not included here.

RALSTON DIVISION

MARKETING PERSONNEL

Geoffrey Baker, vp
E. F. Gallipeau, sales manager
R. E. Siler, assistant sales manager
W. P. Hays, director of advertising and promotion

ADVERTISING AGENCIES

Guild, Bascom & Bonfigli, San Francisco—Ralston division except Purina dog chow—Ernest J. Hodges, vp and account supervisor; William B. Franklin and George Allen, account executives; Margaret Obach, assistant account executive, and Dan Bonfigli, executive vp and art director.

Gardner Advertising Co., St. Louis—Purina dog chow—O. D. Norling, account supervisor; Edward A. Langan, account executive, and William Claggett, assistant account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	449,470	$ 80,992
Magazines	142,928	271,908
Farm Publications ..	102,780	60,953
Network Television	*	2,723,689
Spot Television	295,190	929,820
Total ....$	990,368	4,067,362

* Network television and outdoor are not broken down by division and are not included here.

Ralston Division used no outdoor in 1958.

RALSTON PURINA CO.

MARKETING PERSONNEL

Public Relations

J. D. Sykes, vp, public relations

ADVERTISING AGENCIES

Thompson-Petersen Advertising Agency, Toronto—Canadian advertising—H. D. Mason, account executive, Norman Bell, assistant account executive.

Publicidad D'Arcy, S.A., Mexico City—Latin American Advertising—E. A. Hallett Jr., account supervisor; Juan Balzola and James O'Donnell, account executives.

Revlon Inc.

Revlon Inc., New York, the 40th largest national advertiser, reported that it invested more than $19,000,000 in all forms of advertising and promotion during 1958, of which $10,815,068 was in measured media. This compares with a 1957 advertising expenditure of $17,000,000, of which $9,734,734 was in measured media.

This was a rise from a 1956 expenditure of $15,503,079, including $9,290,485 measured, and a 1955 expenditure of $7,500,000, including $4,461,053 measured.

The bulk of Revlon's measured advertising went into network television, as in the previous year, although the 1958 figure is about $1,000,000 below 1957. Revlon's figures on measured media agree substantially with the figures reported at the end of this profile, with the exception of magazine expenditures where Revlon's figure is some $400,000 higher than the figure furnished by an outside source.

■ The company continued its enviable sales record in 1958, as sales gained 16% over 1957, and net earnings amounted to 9% of sales. Net sales for 1958 were a record $110,363,070, up from $95,174,546 in 1957, and profits up 7.6% to $9,688,000, equivalent to $3.75 per share.

For the first six months of 1959 consolidated net sales and earnings gave Revlon the best first half in its 27-year history. Sales increased 10.7% to $58,157,000 and net earnings were up 6.35% to $4,908,000.

■ Revlon is second only to Avon Products in the cosmetics field with its line of lipstick, nail enamel, hair sprays, fragrance products, skin treatments, baby care products and men's toiletries, quite a few of which dominate their markets. Revlon lipsticks, for example, are believed to have 40% or more of the total lipstick market, nail polish is probably No. 1 in dollar sales although Cutex may exceed it in unit sales. Touch and Glow is thought to dominate the liquid makeup market.

In addition, the company acquired Knomark Mfg. Co., maker

U. S. Army Jupiter Intermediate Range Ballistic Missile. Range: 1500 miles.

It's Loaded

with buying power . . .

THE INDIANAPOLIS AREA*

● It makes sense . . . sighting in a whole state at a time . . . when you get a sales program on the launching pad. And it makes the same kind of sense to aim square on the Indianapolis area—a single metropolitan center with more retail sales than each of 23 individual states.

Also, metropolitan Indianapolis ranks 8th in retail sales per household among all cities over 650,000 . . . 13th in effective buying income per household.

The best way to reach this rich Indianapolis market is The Star and The News. They *saturate* the market. And their effective range covers the 45-county buying area.

Plot your course now. Write for full details.

*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!

Population: 2,152,000
Income: $3,823,053,000
Retail Sales: $2,466,255,000
Coverage: 54.9% By The Star and The News

The Indianapolis STAR Morning & Sunday

The Indianapolis NEWS Evening

KELLY-SMITH COMPANY
NATIONAL REPRESENTATIVES

of the leading Esquire shoe polish line, in 1957. Revlon has a stock vestment in Schering Corp. and last November, as the latest move in a diversification program, acquired substantial interest in Schick Inc. and four of the seven seats on the board of directors through the purchase of about 20% of that company's outstanding shares. Revlon gave up 78,461 of its 333,000 Schering units last November to Martin Revson in exchange for 100,000 Revlon shares which he controlled. Martin Revson resigned from the company last summer because of "personal disagreements" with his brother Charles, president of Revlon.

Two weeks ago Revlon announced it was entering the hair coloring field with purchase of Bressard Hair Products Corp. (AA, Aug. 17). Bressard Tiara hair coloring and hair conditioning products are sold through beauty salons. Bressard also runs training schools in six cities.

■ Of its two fragrance lines, Intimate and Aquamarine, the former is the major group. A new campaign for Aquamarine products started this month. Revlon's baby care products have had tough going against the established Johnson & Johnson line. The Top Brass men's toiletry line, now with a relatively small share of that market, is a potential threat there.

The company is very active in the new products area. During 1958 at least one new item in every major category—make-up, skin treatment, nail care, hair care, men's and women's toiletries—was introduced. Among the major introductions were Living Curl hair spray, three new golden shades of frosted nail enamel, Wonder-Base (a base coat for nail enamel), Roll-on Mascara, Hi and Dri Roll-On deodorant, a milk bath and a bubble bath for the Intimate line of fragrances, a Top Brass roll-on deodorant and after shave lotion, and That Man cologne, which was introduced with one of the year's most striking cosmetic ads.

■ New product activities so far this year include Ultima, a premium priced night cream which also had an unusual, attention-getting advertising introduction (a sealed envelope inserted in Vogue) and Colors Unlimited, 13 new lipstick shades in pastel tones, including white.

The Thayer Laboratories pharmaceutical division expanded testing of Femicin, a product for menstrual relief. Spectran-B, a cold tablet and Delimine, a nerve control antacid, were put into market tests. The company says two of these three products will be in national distribution this year and other new pharmaceuticals will reach the test stage.

■ Revlon's perennial shuffle of agencies and executives in and out of the company continued unabated last year and into this year as well, although the company points out that there has not been a "major" advertising account switch in more than a year. Agencies that have left the Revlon scene in the last year are Dowd, Redfield & Johnstone, Maxwell Sackheim & Co. and, most recently, Irving Serwer Advertising. Dowd, Redfield dropped High Gloss hair spray, Sun Bath and Baby Silicare lotion and powder to C. J. LaRoche and Thin-Down to Heineman, Kleinfeld, Shaw & Joseph. Maxwell Sackheim lost Clear-o-Dan shampoo, which is currently inactive, and Delimine tablets, which went to a new agency, Shaller-Rubin Co., along with Femicin. Kastor, Hilton, Chesley, Clifford & Atherton, another new Revlon agency, was named for the Spectran-B cold tablet. Serwer Advertising dropped Princess Borghese cosmetics to Jane Trahey Associates, a third new agency.

On the executive front there were several major changes. Among them: The departure of George Abrams in February after three and a half years as advertising vp to be president of Warner-Lambert's new Hudnut-Dubarry division and his succession by F. Kenneth Beirn, who resigned as president of the LaRoche agency to come over; the resignation in June of William E. Mewhort after less than one year as exec vp, a post which has not been filled; the resignation that same month of Jack Kauffman as merchandising vp less than six months after joining Revlon from Colgate-Palmolive Co. Other recent departures include Raymond Marcus, director of marketing and Melvin Birnbaum, exec vp of the Knomark subsidiary.

Four of the five product advertising managers with Revlon last year have since left the company. They have been succeeded by Dorothy Caplan, promoted from assistant fashion director at Revlon; Edward Gottlieb, formerly with Foote, Cone & Belding; Marvin Davis, previously advertising director for I. Miller shoes and David North, former ad manager of Martinson's coffee.

Among the arrivals in the past year was Louis E. Santamaria, who left Johnson & Johnson International to become exec vp and general manager of Revlon International Corp.; Emanuel Goren, who left Lehn & Fink to become vp and general manager of the Thayer Laboratories division; William R. Dahlmann, who returned from Batten, Barton, Durstine & Osborn to be group marketing director; and Sy Wassyng, returned from Seagram-Distillers Co. to be director of packaging.

■ Revlon also made news in several areas of the legal front. Last August it was sued by Faberge Inc. (for whose purchase it had negotiated unsuccessfully in 1956), which charged that Revlon's Princess Marcella Borghese line and Revlon's 24k gold nail polish were copied from Juliette Marglen Inc., cosmetics subsidiary of Faberge. Triple damages were sought.

The company was named along with several other cosmetic houses by Federal Trade Commission as part of a conspiracy to fix prices and eliminate competition in refillable lipstick cases and lipstick refills. Revlon also pursued its fair trade pricing policy, with vigor and attendant publicity. Last April it sued eight New York City stores for price cutting and, besides winning an injunction, was also awarded compensatory damages, reportedly a first in the state.

■ Revlon advertising underwent considerable change during the year, with a drastic realignment of television programming. "The $64,000 Question" and "The $64,000 Challenge," at their height "the most widely watched programs in television history," came upon unhappy days and declining ratings, brought on at least partly by the quiz scandals, and an avalanche of imitators. Revlon sold "Challenge" to its co-sponsor, Lorillard, who subsequently took it off the air when the quiz scandals broke. About that time Revlon dropped "Question" to participate in the "Garry Moore" show, which took over the old "Question" time slot on Tuesday nights. Revlon also bought co-sponsorship with Lorillard of "Person to Person" on Friday nights. Andy Williams is acting as summer replacement for Garry Moore and, beginning Oct. 8, Revlon starts a new series of 90-minute special shows with Goodman Ace as executive producer and head writer.

Here are some 1958 breakdowns on product expenditures in measured media. Revlon hair sprays spent $500,000 evenly between magazines and Sunday supplements. Satin-Set pin curl spray spent $537,000 in spot tv. Top Brass hair dressing got a $173,000 push in general magazines, $71,000 in spot tv and nearly $150,000 in newspapers. Revlon lipsticks got a $174,000 expenditure in magazines. Touch & Glow liquid make-up got close to $190,000 in magazines. Magazines got $116,000 for Love Pat compact powder and $100,000 for the Princess Marcella Borghese line.

Revlon's international operations were strengthened by new management personnel, consolidation of overseas distribution and expansion of activities this year in Brazil, South Africa, Philippines, India and Japan.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,070,000	$ 1,138,708
Magazines	1,801,681	1,409,144
Network Television	6,309,037	7,019,042
Spot Television	847,850	167,840
Outdoor	36,500	——
Spot Radio	750,000	——
Total Measured	10,815,068	9,734,734
Total Unmeasured	8,184,932	7,265,266
Estimated Total Expenditure	19,000,000	17,000,000

MARKETING PERSONNEL

Merchandising

Henry Tavs, vp
William Dahlman, group director of marketing
Leo Bogart, director of market research

Sales

George Kirk, vp, sales
Robert Hoffman, vp, salon division
Daniel Olian, sales manager, franchise
Carl Randall, sales manager, wholesale

Advertising

F. Kenneth Beirn, vp, advertising
William F. Siegel, advertising manager
Mort Green, director, radio and television
Jerome Friedman, media and budget coordinator
George W. Feld, radio and television coordinator
Beatrice Castle, director fashion and publicity
Stephen Rose, product advertising manager
Edward Gottlieb, product advertising manager
David North, product advertising manager
Marvin Davis, product advertising manager
Dorothy Caplan, product advertising manager

ADVERTISING AGENCIES

Warwick & Legler, New York—Touch and Glow, Living Curl, Futurama, lipstick, nail enamel, Silicare, Clean and Clear, nail products, eye make-up, "The Garry Moore Show"—Erwin Swan, account supervisor; David Strousse, account executive.

C. J. LaRoche & Co., New York—Ultima, Intimate fragrance products, Love Pat, Silken Net, Sun Bath, Baby Silicare, Moon Drops, treatment products, High Gloss, institutional advertising—Jerome Roscoe, account supervisor; John McClean, account executive.

Mogul Lewin Williams & Saylor, New York—Top Brass products, Hi and Dri, Satin Set, Aquamarine products—Richard Lockman, account supervisor; Phillip Katzev, account executive. Knomark Mfg. Co. (Esquire)—Lawrence Weitzner, account executive.

Heineman, Kleinfeld, Shaw & Joseph, New York—That Man cologne, Home Beautiful room deodorant, Thin-Down—Mort Heineman, account supervisor.

Charles W. Hoyt Co., New York—ethical advertising, Revlon Inc.—Win Hoyt, account supervisor; Theodore Watson, account executive.

Kastor, Hilton, Chesley, Clifford & Atherton, New York—Spectran-B cold tablets—George Levine, account executive.

Shaller-Rubin Co., New York—Delimine, Femicin—Mel Rubin, account executive.

Jane Trahey Associates, New York—Princess Marcella Borghese cosmetics—Jane Trahey, account supervisor; Frankie Cadwell, account executive.

R. J. Reynolds Tobacco Co.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., was the nation's 10th largest advertiser in 1958, with total expenditures estimated at $44,000,000, of which $33,191,938 was in measured media. The previous year's expenditures for advertising were estimated at $32,000,000, of which $25,748.112 was in measured media.

The year 1958 was a banner one for this company, which muscled American Tobacco Co. out of first place among all tobacco manufacturers. This ended American Tobacco's 17-year stranglehold on the top position.

Reynolds' sales last year passed the $1 billion mark for the second time. Net sales for the year were $1,146,559,000, against $1,053,326,000 for 1957. Net earnings were $78,326,000 in '58, a notable gain over the '57 figure of $64,160,000.

■ The boom continued into the first quarter of 1959—the best first quarter in the company's history. Sales were up 12.7% to $286,868,000. Estimated net earnings were $19,784,000, against $17,398,000 for the comparable period during the preceding year.

Most of the '58 gains were made by the filter king brand, Winston, and by the menthol-flavored Salem. Sales of Prince Albert smoking tobacco and Days Work chewing tobacco also were up. Camel lost ground, according to the *Business Week* report on cigaret consumption, but this old pacesetter was still the U.S.A.'s favorite smoke. Cavalier, which doesn't seem to be getting much ad attention lately, was way off.

While many of the other cigaret makers are carried away in an unending whirl of peripatetic promotions, Reynolds, which places all its business through William Esty Co., glides along without any signs of major marketing or media changes. Camel sticks to the mild slogan, "Have a real cigaret, have a Camel!" Winston hits a bit harder and continues to annoy the grammarians with the claim, "Winston tastes good—like a cigaret should." To this has been added a theme that gag writers love—"It's what's up front that counts."

■ Television is the big gun in this cigaret maker's ad arsenal. Tv, most of it network, probably gets about half of the budget. Camel was a co-sponsor of five shows, Winston was on four and Salem on two during the year. Prince Albert continued with NBC Radio's "Grand Ole Opry." An estimated $4,700,000 was spent on spot radio promotion.

Newspapers did a bit better with this advertiser than magazines, with newspapers getting $5,215,711 and magazines $4,438,628.

■ Other significant happenings in the 1958 Reynolds' story: Edward A. Darr, vice chairman and former president, died; merger talks went on with Warner-Lambert Pharmaceutical Co. for several months but the deal fell through because of disagreement "on certain important aspects of the proposed transaction"; and a brief test on a revised Camel package ended with the decision to leave the pyramids right where they had been for years.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 5,215,711	$ 4,600,007
Magazines	4,438,628	4,723,682
Farm Publications	401,126	335,209
Network Television	16,002,312	13,201,584
Spot Television	2,434,260	2,887,630
Spot Radio	4,700,000	*
Total Measured	33,191,938	25,748,112
Total Unmeasured	10,818,062	6,251,888
Estimated Total Expenditure	44,000,000	32,000,000

*** Not measured in 1957**

MARKETING PERSONNEL

Sales

F. G. Carter, vp and sales manager
W. S. Smith Jr., assistant sales manager
B. K. Millaway, assistant to the sales manager
John S. Benson, field sales supervisor
Wayne V. Eller, field sales coordinator
William A. Ogden, display supervisor

Advertising

Howard Gray, advertising manager

ADVERTISING AGENCY

William Esty Co.—Camel, Winston, Salem, Cavalier cigarets, Prince Albert and Carter Hall smoking tobaccos—James J. Houlahan, account supervisor; Adlai S. Hardin, Thomas D. Luckenbill, Grant M. Thompson and Samuel N. Northcross, account executives.

Schenley Industries Inc.

Schenley Industries Inc., New York, is the nation's 20th largest advertiser, with total expenditures in 1958 estimated at $29,823,300, of which $13,823,304 was in measured media. The previous year's expenditures for advertising are estimated at $31,000,000, of which $16,345,479 was in measured media.

Of the measured media, approximately 49% is represented by newspapers, 19% by magazines, and 20% by outdoor in 1958. This compares with 55% in newspapers, 24% in magazines, and 18% in outdoor the previous year.

Schenley is engaged principally in the production, distribution, importation and exportation of alcoholic beverages of many kinds. The company has also diversified into other important consumer goods, notably ethical and proprietary pharmaceuticals, home dyes and toiletries; and also goods related to the consumer field such as livestock and poultry feeds, barrels, kegs, and industrial rum for the food and tobacco industries.

■ The company's fiscal year ends Aug. 31. The last full fiscal year report for 1958 showed sales of $497,483,381, compared with $469,989,093 in fiscal 1957. Net after taxes in fiscal '58 was $14,270,919, compared with $10,966,313 in fiscal '57.

Profit for the third quarter ended May 31, 1959, was $3,088,000, or 55¢ a share on 5,603,668 shares outstanding, compared with $1,852,000, or 33¢ a share for the corresponding quarter of last year, computed on the same number of shares, according to unaudited figures. This was an increase of approximately 66%.

Earnings in the third quarter of last year included $833,000 of earnings net after taxes arising out of operations of Blatz Brewing Co. (which Schenley sold to Pabst Brewing Co., Chicago, for $14,500,000 at the end of July, 1958), and the merger of Park & Tilford Distillers Co., a subsidiary, into the Schenley corporate structure.

Net profit for the nine months ended May 31, 1959 amounted to $12,918,000, or $2.30 a share, compared with $10,597,530, or $1.89 a share, for the corresponding period of 1958.

■ Three notable developments of the year were the establishment of a Bourbon Institute last October by Schenley (AA, Oct. 13, '58), a drastic shakeup and reorganization of the Schenley sales organization early this year (AA, Jan. 19), and the formation of its own house agency to handle outdoor advertising, World Network (AA, Jan. 19, Feb. 9, March 30). On the latter, the company still refuses to release details

In liquor advertising, Schenley continues to be the second largest user of measured media. On some of its leading brands, Schenley in 1958, is estimated to have spent as follows:

For Schenley Reserve, $1,600,000 in newspapers and $300,000 in magazines; for Ancient Age, $1,200,000 in newspapers and $415,000 in magazines; for I. W. Harper, $430,000 in newspapers and $741,000 in magazines; for its J. W. Dant brands, $900,000 in newspapers; for Old Charter, $400,000 in newspapers and $300,000 in magazines; for Samovar vodka, $550,000 in newspapers and $230,000 in magazines.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$*8,896,019	$ 8,295,414
Magazines	3,058,038	3,921,763
Business Publications	500,000	500,000

Network Television	——	271,396
Spot Television	85,880	203,850
Outdoor	**1,283,367	3,153,056
Total Measured	13,823,304	16,345,479
Total Unmeasured	15,999,996	14,654,521
Estimated Total Expenditure	29,823,300	31,000,000

*$56,844 listed for Blatz has been deducted from Schenley and added to Pabst total. Schenley sold Blatz to Pabst in July, 1958. **Outdoor listed under Affiliated Distillers, and $268,526 listed for Blatz has been added to Pabst total for outdoor.

Schenley's totals for measured media differ somewhat from figures listed above. It includes in its measured media some advertising in regional, fraternal and business publications not listed by the statistical services and associations on which the above figures are based. Such figures have been included here in total unmeasured. The over-all total is essentially the same as reported above.

SCHENLEY INDUSTRIES INC.

General Management Committee

Lewis S. Rosenstiel, chairman and president
W. Earle Blakeley, exec vp
Ralph T. Heymsfeld, exec vp
Adolph Hirsch, exec vp
Louis B. Nichols, exec vp
Sidney E. Frank, vp

MARKETING PERSONNEL

Walter Jahn, marketing director
Sidney G. Stricker Jr., director of advertising
George Balterman, associate director of advertising

SALES AFFILIATES:

SCHENLEY—I. W. HARPER DISTILLERS CO.

MARKETING PERSONNEL

Ernest Feldman, exec vp
Edgar Guttenberg, advertising director
Frank Flagg, advertising director

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Schenley Champion, Schenley Reserve, Schenley O.F.C., Kintore scotch, Sir John Schenley, Schenley Smooth American gin—Jack Byrum, and Walter Sattler, account executives.

Kleppner Co., New York—I. W. Harper—John Collins, account executive.

Doyle Dane Bernbach Inc., New York—Ancient Age, Cream of Kentucky, Old Stagg—Jack Lane and Al Lieberman, account executives.

MELROSE DISTILLERS CO.

MARKETING PERSONNEL

Eugene Frank, president
Ed Parets, advertising director

ADVERTISING AGENCIES

McCann-Erickson, New York—Cascade, Golden Wedding, Echo Spring, Old Charter—Ed Weinlandt and Erwin Ress, account executives.

Doner & Peck, New York—all Melrose name brands—M. Reise, account executive.

Doyle Dane Bernbach Inc., New York—James E. Pepper—Al Lieberman, account executive.

Kleppner Co., New York—Long John scotch—John Collins, account executive.

PARK & TILFORD CO.

MARKETING PERSONNEL

William Sederbaum, president
Sanford B. Rose, advertising director

ADVERTISING AGENCIES

Mogul, Lewin, Williams & Saylor, New York—Park & Tilford name brands, Canadian B.C., Kentucky Bred, Scottish Majesty and Yar vodka—Charles T. Rabkin, account executive.

Kleppner Co., New York—Belmont, J. W. Dant brands, Gibson, Old Quaker, Olde Bourbon, Pebbleford, and Three Feathers—Spencer Weil, account executive.

SCHENLEY IMPORT—BRANDY DISTILLERS CO.

MARKETING PERSONNEL

David Davidson, exec vp
Bernard Goldberg, advertising director

ADVERTISING AGENCIES

Kleppner Co., New York—Bertolli and Calvet wines, Cherry Heering, Cook's champagne, Dewer's scotch, Dubonnet wines, Lanson champagne, and MacNaughton's Canadian whisky—Leon Balsam, account executive.

Norman, Craig & Kummel, New York—Coronet brandy, Du Bouchett cordials and Samovar vodka—G. Bissinger, account executive.

Doner & Peck, New York—Marie Brizard cordials, Rum Carioca, Otard cognac—Sanford Hirschberg, account executive.

CVA CO.

MARKETING PERSONNEL

Stanford Wolf, exec vp
Ken Pearson, advertising director

ADVERTISING AGENCIES

Doyle Dane Bernbach Inc., New York—Cresta Blanca wines—Sam Frankel, account supervisor.

Norman, Craig & Kummel, New York—Roma wines and Rocket wines—G. Bissinger, account supervisor.

SCHENLEY INTERNATIONAL CO.

MARKETING PERSONNEL

George R. Gilbert, president
George Sutton, advertising manager

ADVERTISING AGENCIES

McCann-Erickson, New York—all brands except O.F.C. Canadian—Ken Griffiths, account executive.

Batten, Barton, Durstine & Osborn, New York—O.F.C. Canadian whisky—Jack Byrum, account executive.

SCHENLABS PHARMACEUTICALS INC.

MARKETING PERSONNEL

R. Blayne McCurry, president
Dean Stubblefield, advertising manager

ADVERTISING AGENCY

L. M. Frolich & Co., New York—all brands—Julian Farren, account executive.

NOREX LABORATORIES INC.

MARKETING PERSONNEL

R. Blayne McCurry, president
Donald J. Hamilton, sales and advertising manager

ADVERTISING AGENCY

Grey Advertising, New York—Amitone antiacid tablets—Geo. De Pue, account supervisor.

TINTEX & TILFORD TOILETRIES

MARKETING PERSONNEL

Jack H. Mohr, president
Fred Swackhamer, advertising manager

ADVERTISING AGENCIES

Mogul, Lewin, Williams & Saylor, New York—Tintex—Edward Klein, account supervisor.

Grant Advertising, New York—cosmetics and fragrances—Fred Tobey, account executive.

Jos. Schlitz Brewing Co.

Joseph Schlitz Brewing Co., Milwaukee, was the 58th largest advertiser in the U.S. in 1958,

How advertisers of

FOOD & FOOD PRODUCTS

rank national magazines

(Jan.-June, 1959)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$8,721,827
2.	Ladies' Home Journal	5,071,714
3.	Reader's Digest	3,742,695
4.	Better Homes & Gardens	3,591,194
5.	Look	2,958,253

BIGNESS is a fact of LIFE

Source: P.I.B. (gross figures).

with total expenditures estimated at $13,350,000, of which $8,893,172 was in measured media. This compares with an estimated 1957 total of $15,500,000, including $10,682,254 in measured media. Expenditures in 1959 are said to be running somewhat ahead of 1958.

Last year was not an especially good year for Schlitz. In 1957 Schlitz lost its lead as the largest seller of beer to Anheuser-Busch, but the Schlitz brand itself was believed to be the largest selling brand of beer. This was probably not true in 1958, as Schlitz sales dropped to 5,893,000 barrels from the 1957 total of 6,024,000. (Anheuser-Busch sales rose to a record height of 6,982,000 bbls., which—even taking into account the sales of Michelob and the fast-moving Busch Bavarian—seemed to indicate that Budweiser had sold at least as many barrels as Schlitz.)

■ Schlitz is a closely held private company, with all stock held by the Uihlein family, descendants of the founder, so that sales and profits figures are not available. On the basis of barrel figures, however, total sales of the company are estimated at approximately $250,000,000, down from the revised estimated 1957 figure of $265,000,000.

With total industry sales in 1958 of 84,425,016 bbls.—almost identical with 1957 figures—Schlitz' share of market is estimated to have dropped slightly, from 7.01% in 1957 to about 7% in 1958. In the interim, however, Anheuser-Busch climbed from 7.25% to 8.3%, and third-place Falstaff climbed from 5.1% to 5.4%.

While no figures are available, industry sources believe that there has been no appreciable upturn in Schlitz sales this year, even with the introduction of Old Milwaukee—a second, popular price brand which Schlitz sent out to market at year-end. Grant Advertising, Chicago, was named to handle the account and heavy introductory advertising was launched in Michigan and Southern Illinois, presumably as a prelude to further distribution.

■ The brand has had relatively tough sledding, however, and it has not thus far been introduced in any additional territories. One industry source estimates that Schlitz sales this year will drop below 1958—150,000 bbls. below the 1958 figures—despite the introduction of Old Milwaukee. Advertising figures for 1959 will, however, be higher than 1958; the expenditure for Schlitz will be up modestly, and somewhere near $2,000,000 will probably be put into the Old Milwaukee promotion pot, most of it in the state of Michigan. Thus estimated total advertising expenditures for the company for 1959 are approximately the same as for 1957.

On the advertising front, Schlitz has stayed with the "Move up to quality—move up to Schlitz" theme and the "good living" scenes which it has used since it abandoned the Schlitzwords gambit of 1957. Most of the reduction in advertising expenditures for the Schlitz brand in 1958, as compared with 1957, came in reduced expenditures in newspapers and magazines. The newspaper advertising dropped from $2,700,000 to $665,000, and magazines fell from $1,445,000 to $860,000. Television stayed about even, radio got an increase, and outdoor moved up somewhat.

■ There is very little change in media or copy strategy this year, except that the company has a new network television program—Ray Milland in "Markham" on 130 CBS stations—and is somewhat broadening its use of film programs bought locally. It also has a new "celebrity" series on radio.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 665,793	$ 2,711,244
Magazines	860,375	1,445,264
Network Television	2,724,378	3,005,514
Spot Television	*2,030,160	1,990,510
Spot Radio	900,000	**
Outdoor	1,712,466	1,529,722
Total Measured	8,893,172	10,682,254
Total Unmeasured	4,456,828	4,817,746
Estimated Total Expenditure	13,350,000	15,500,000

* Includes $257,000 by Schlitz distributors.
**Spot radio not measured in 1957.

MARKETING PERSONNEL

Sales

Robert Uihlein Jr., exec vp
Richard H. Macalister, general sales manager

Advertising

Joseph M. McMahon Jr., director of advertising
Francis L. Smawley, advertising manager
Sanford J. Shaw, coordinator of field advertising
Loriena Warren, media manager
R. A. Martin, manager of market research

Merchandising

Herbert E. Palaith, director of merchandising

ADVERTISING AGENCIES

J. Walter Thompson Co., Chicago—John Morrisey, account supervisor—Schlitz beer.

Grant Advertising, Chicago—John McElroy, account supervisor—Old Milwaukee beer.

Gotham-Vladimir Inc., New York—export advertising.

Majoestic Advertising, Milwaukee—painted bulletins.

Scott Paper Co.

Scott Paper Co., Chester, Pa., was the nation's 86th largest advertiser in 1958, with total estimated expenditures of $8,800,000. Of this $6,505,807 was in measured media. This was a drop from the 1957 total of $11,284,825, which was reported by Scott and which included $8,976,043 in measured media.

After a small decline in 1957, net earnings began climbing again. Total net income from operations in 1958 was put at $22,114,465, compared with $21,560,126 the preceding year. Peak earnings year was 1956 with $22,356,000.

The net sales curve continued upward; the aggregrate for 1958 was $285,004,000, against $275,006,000 the previous year. Sales and earnings for the first quarter of '59 set new highs. Sales were up to $72,440,317, against $70,640,114 in the previous first quarter, as net income moved to $5,865,647 from $5,317,858.

■ Last year saw the introduction of three new Scott paper products for the home. There was the family napkin, an inexpensive item in white and color; the Cut-Rite sandwich bag, which bowed first in Philadelphia, and "super absorbent" ScotTowels, patterned after the industrial variety.

Compton advertising came into the Scott agency lineup in the second half of 1959 to handle an unidentified new product that is in the testing stage. In 1958, Ketchum, MacLeod & Grove agency for the industrial packaged products division, was appointed for that division's newest items, Dura-Wave and ScottFoam. KM&G also was assigned the Hollingsworth & Whitney division, producer of paper card stock.

Scott continued to ballyhoo its Waldorf toilet tissue as "completely new" after the tissue had been revised through an "air-puffed" process. There was a major spring drive for this product in print, broadcasting and outdoor. In November, the ad spotlight was put on Scotkins, "one paper napkin you don't need three of."

■ There were several special coupon offers and tie-in promotions. Scotties facial tissues included an in-pack coupon good for 10¢ on the next purchase; later in the year there was a coupon on Scotties boxes good for 7¢ toward the purchase of two rolls of Soft-Weve toilet tissue.

The company teamed with H. J. Heinz Co. for an in-store summer promotion built around the "Cook Out Merry Go Round." Lever's Spry contained a coupon good for 10¢ toward the purchase of a Scot-Towel holder.

Network tv was still the biggest single item on the ad budget, but less was spent in this medium than in 1957. For the 1958-59 season, the lineup was cut from two to one alternate evening half-hour program, "Father Knows Best" (CBS). This was supplemented by participations on four Thursday CBS daytime shows and spot tv in key markets. Magazines placed second in this company's promotion strategy, with a budget of more than $1,000,000.

■ Indications are that the intense competition may have lowered Scott's share of market for some products. Paper towels are now down to about 50%, with Kleenex and others fighting hard for the housewife's attention. Other estimated shares for Scott: paper napkins, 26%; toilet tissues, 35% and facial tissues, 20%. Cut-Rite still appears to have the biggest chunk of the wax paper business.

In the area of foreign operations, highlight of 1958 was the setting up of Scott Overseas Corp. in Panama to function as a wholly-owned holding company for the foreign investments of the company. All investments outside the U.S. and Canada will be transferred to this subsidiary. The new corporation may acquire interest in foreign businesses and negotiate for licensing of affiliates under Scott patents and trademarks.

ADVERTISING EXPENDITURES

	1958*	1957**
Newspapers	$ 893,119	$ 697,635
Magazines	1,137,322	1,663,830
Business Publications	200,000	173,781
Network Television	3,418,096	5,131,280
Spot Television	488,270	394,204
Outdoor	369,000	129,492
Network radio	———	787,841
Total Measured	6,505,807	8,976,043
Total Unmeasured	2,294,193	2,308,782
Estimated Total Expenditure	8,800,000	11,284,825

*Measured figures from industry sources
**All figures provided by Scott Paper Co.

MARKETING PERSONNEL

Marketing

H. F. Dunning, vp, retail marketing
G. W. Pepper, vp, industrial marketing
J. George Breitling, national sales manager—industrial packaged products division
Paul Brown, national retail sales manager
Gordon A. Hughes, director of marketing research
R. J. Giruly, director of product development

Advertising

T. B. McCabe Jr., director of advertising
R. B. Dingfelder, executive assistant to ad director
B. B. Roens, industrial products group manager
R. C. Brown, retail products group manager
J. D. Stocker, advertising services group manager
W. S. Wesson, merchandising manager

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—retail products— Garrit A. Lydecker, account supervisor; James De Wolfe, assistant account supervisor, and Robert Berry, Tom Fucigna, Dean Van Nest, Tom Wolf, and Sam Wolf, account executives.

Ketchum, MacLeod & Grove, Pittsburgh—industrial products and Hollingsworth & Whitney division—William J. Geissinger, account supervisor and Waring G. Smith, account executive.

Compton Advertising, New York—new product—Arthur V. Mountrey, account supervisor, and J. Stacy Stevens, account executive.

Seven-Up Co.

Seven-Up Co., St. Louis, is the nation's 90th largest advertiser with total expenditures of $7,848,050 in 1958, of which $5,759,088 was in measured media. Expenditures in 1957 totaled $6,796,930, including $4,959,668 in measured media.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the large volume of material on the 100 leading advertisers. All of the usual features will be back in their regular places next week.

Sales for the soft drink company in 1958 were estimated by Advertising Age at $15,000,000. This figure is low in comparison with other soft drink manufacturers because the company neither makes the syrup nor does the bottling. It sells the extract to franchised bottlers, who make the syrup and do the bottling.

■ The 7-Up business is conducted through 500 independent franchised 7-Up bottling companies in the U.S., called 7-Up Developers. The company sells 7-Up extract and point of purchase advertising materials to the developers and conducts the national advertising program. This is supplemented by local media paid for by the 7-Up Developers.

Early this year Seven-Up authorized its franchised bottlers to use the new 12-oz. flat-top cans. The cans were first introduced for Alaska and military personnel overseas in 1956. The cans, like the 12-oz. and 28-oz. bottles and the pre-mix 7-Up, are optional with the 7-Up Developers.

■ Holiday sales play a big part in the company's promotion plans. Pre-mix 7-Up, used in fountain or bar outlets and vending machines, is being expanded in many markets.

Seven-Up, third in sales behind Coca-Cola and Pepsi-Cola, has between 12 and 15% of the market. In the 29 years 7-Up has been marketed nationally, sales have increased yearly, with the exception of a 1% decrease in 1954.

■ The company was first incorporated in 1920 under the name Howdy Co., which manufactured the orange drink, "Howdy" during the '20s. In 1929 Howdy introduced 7-Up. By 1935 7-Up had such a great share of the company's profits, Howdy changed its name to the Seven-Up Co.

Seven-Up's foreign markets include Canada, Mexico, Central and South America, West Indies, Ireland, England, Norway, Holland, West Germany, Italy, South Africa, Lebanon, Thailand, and Phillipines. Distribution for these markets is handled through two subsidiaries, Seven-Up Export Corp. and Dominion Seven-Up Co.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 155,938	$ 172,054
Magazines	2,051,866	1,581,026
Network Television	2,584,138	2,261,311
Spot Television	266,800	297,531
Outdoor	700,346	647,746
Total Measured	5,759,088	4,959,668
Total Unmeasured	2,088,962	1,837,262
Estimated Total Expenditure	7,848,050	6,796,930

MARKETING PERSONNEL

Sales

Ben H. Wells, vp, sales
D. J. O'Connel, sales manager
John Costello, assistant sales manager
William Winter, sales promotion manager
Robert Britton, sales training manager
Norman Murray, national accounts
John D. O'Shea, regional sales manager, New York
John Costello, regional sales manager, St. Louis
E. J. Cunningham, regional sales manager, San Francisco
Wesley Hill, regional sales manager, St. Louis
W. Fred Vaughan, regional sales manager, Daytona Beach
Herschel Hogan, regional sales manager, Memphis

Advertising

Joe M. Thul, advertising manager
Orville Roesch, assistant advertising manager, St. Louis
Robert Nuttman, advertising comptroller, St. Louis
Ed Berg, advertising production, St. Louis
William Hebron, advertising production, St. Louis

ADVERTISING AGENCY

J. Walter Thompson, Chicago—Theodore P. Jardine, account supervisor; Malcolm Sullivan, Winfield Holden, account executives.

Shell Oil Co.

Shell Oil Co., New York, the 47th ranking national advertiser, put an estimated $16,241,136 into advertising, sales promotion and public relations last year. This included $12,741,136 in the measured media. The 1957 total investment was estimated at $14,910,600, including $11,385,600 in measured media. In 1958, Shell spent about $6,500,000 in spot television and outdoor—about $500,000 more than its total in these two media in 1957. Outdoor was, in 1957, its biggest single medium, but in 1958 that honor went to spot tv by a narrow margin. Shell gasoline and oil took up most of the spot tv budget; in newspapers, gasoline and oil got a $2,404,875 push out of a total investment of $2,465,433 in that medium. Biggest single expenditure in magazines was made for Shell X-100 motor oil, backed by $883,648 out of a total expenditure of $1,491,608 in the general magazines.

Shell ended 1958 with $1,674,132,000 in sales and with a net of $116,563,000. Comparable figures for 1957 were $1,773,359,000 in sales and $135,085,000 net. The '58 recession produced "prolonged imbalances of supply and demand with resulting soft product prices and intensified competition," the company reported. "Total revenue from sales of refined products declined about 6% below the 1957 record high, mainly because of lower price levels."

At the end of the first quarter of 1959, Shell had sales of $449,743,965 and a net of $34,466,922. For the comparable 1958 quarter, the company had sales of $408,626,006 and a net of $30,500,036. The gain was attributed largely to an increase of 11% in new crude oil production in Louisiana, West Texas and the Four Corners area (juncture of Arizona, New Mexico, Colorado and Utah), and to an advance in product sales volume, mostly gasoline and home heating oils.

For the year 1958, Shell described auto gasoline sales as "practically unchanged" from the 1957 volume. It said its Super Shell with TCP was introduced into the West Coast area last year. A new regular grade Shell with TCP was offered in the Midwest. "Both new products were accompanied by effective marketing campaigns." The company added that "extensive promotion of motor oil sales, built on a theme of economy and savings, gained more customers for Shell X-100 Premium motor oil. Increased emphasis was placed on dealer training and on the development of improved programs to increase service station sales."

Shell attained a new high sales volume in aviation fuels, including aviation turbine fuel for jet planes. The company reported an expansion in demand for the latter product and said it had been "successful in securing a substantial share of this new business."

Meanwhile, Shell continued its program of eliminating or replacing "low-volume, sub-standard" retail outlets.

Shell Chemical Corp., a subsidiary, reported sales results below those of 1957, which in turn were "slightly below" those of the 1956 record figure. The 1958 result stemmed significantly from "lower sales of industrial chemicals and synthetic rubber." Shell Chemical, however, noted "an improved trend" beginning in the latter part of 1958. A market development unit was started in Martinez, Cal., which together with similar facilities at Torrance, Cal., and Houston, is expected to improve Shell Chemical's ability to introduce new products.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,465,433	$ 2,249,129
Magazines	1,491,608	2,539,875
Farm Publications	204,913	193,302
Business Publications	325,000	300,000
Network Television	2,672	——
Spot Television	3,323,630	2,993,100
Outdoor	3,227,880	3,119,194
Spot Radio	1,700,000	——
Total Measured	$12,741,136	$11,385,600
Total Unmeasured	3,500,000	3,525,000
Estimated Total Expenditure	$16,241,136	$14,910,600

MARKETING PERSONNEL

J. G. Jordan, marketing vp
J. L. Wadlow, marketing vp, east coast divisions, New York
P. C. Thomas, marketing vp, midwest divisions, Chicago
Selwyn Eddy, marketing vp, west coast divisions, San Francisco

Advertising & Merchandising

Don C. Marschner, manager of sales promotion and advertising
Raymond I. Post, manager of advertising division
Dean B. Burks, manager of sales promotion division.
H. L. Curtis, vp public relations division

SHELL CHEMICAL CORP.

New York

MARKETING PERSONNEL

Sales

L. M. Roberts, general manager, ammonia division
S. H. McAllister, general manager, agricultural chemicals division
A. W. Fleer, general manager, industrial chemicals division
M. Buck, general manager, plastics & resins division
J. P. Cunningham, general manager, synthetic rubber division

Advertising

Mert H. Keel, advertising manager

ADVERTISING AGENCIES

J. Walter Thompson Co.—product advertising for Super Shell and Shell gasolines, Shell X-100 motor oil, Golden Shell motor oil, Shell industrial lubricants, fuel oils, aviation and chemical products, etc. —William F. Wright, account supervisor.

Kenyon & Eckhardt—institutional advertising—Anderson F. Hewitt, account supervisor.

Jones, Brakeley & Rockwell—industrial products press relations and related advertising; Epon resins.

Simoniz Co.

Simoniz Co., Chicago, was the nation's 93rd largest advertiser in 1958, with total expenditures estimated by ADVERTISING AGE at $6,740,000, of which $4,739,995 was in measured media. Simoniz returned to the ranks of the 100 leading national advertisers in 1958 after an absence of three years. The company's ad expenditure is estimated to have risen from $4,000,000 in 1955 to $4,750,000 in 1956 and $5,550,000 in 1957. The '57 total included $3,851,373 in measured media.

The company's 1959 ad budget is expected to total about the same as in 1958, "with a realignment of media." In 1958 Simoniz used newspapers and magazines (measured media), almost exclusively, increasing expenditures in both and dropping network and spot tv, used in 1957. Outdoor is being used again in 1959, spot radio has been added, and the company is planning to use tv again "some time in the future."

Simoniz is a privately owned company, and no figures on sales or earnings are released. However the company's sales are believed to have more than tripled since 1950 and 1958 sales were probably well over $20,000,000 and 1959 sales probably will top $25,000,000.

■ The company, formed in 1912, is one of the leaders in the automotive polish field. Vista, an automobile cleaner-wax introduced in May, 1956, has maintained leadership in the field since shortly after its introduction, according to Simoniz. Other automotive products are Simoniz paste, Simoniz Liquid Kleener, Bodysheen Bodygard and a new Instant Simoniz which was launched in January, 1959. Among automotive products, Vista contributes most to Simoniz total sales; Instant Simoniz has moved into second place, Bodysheen is third and Simoniz auto paste wax is fourth.

The company, originally a manufacturer only of automotive products, diversified into the household products field in the early 1940s with the introduction of Simoniz floor wax. Since that time, it has developed HiLite furniture polish, Simoniz paste furniture polish and Simoniz paste floor wax.

■ The company acquired Ivano Inc., maker of Ivalon sponges and Plumite drain cleaner, in February, 1955. Sales of household products have grown to the point where they now account for the major share of the Simoniz sales volume.

Early in 1956 Simoniz entered the commercial and industrial floor wax and cleaner field, and these products "are becoming more important to the company's total sales picture." In March, 1957, Simoniz acquired control of Clad-Rex Corp., Denver, maker of vinyl coating for steel, aluminum and magnesium in a "business diversification."

After the Ivano acquisition, Simoniz redesigned the sponge package in an effort to expand the marketing of the product. Ivalon sponges, the only polyvinyl sponge on the market (Simoniz holds the patents), has been getting a steadily increasing share of the volatile sponge market, about doubling its slice from 1955, when it was about 12%, to about 25% today.

The resilient sponge market today is reported to be split about three and one-half ways among the major sponge producers, with General Mills' O-Cel-O, DuPont and Ivalon vying for first place every month with an average of about 25% of the market each. As Ivalon and DuPont sponges garnered an increasing share of the market during the past few years, O-Cel-O, the long-time leader, dropped from more than 30% to its current quarter share. A regional sponge brand, Nylonge, also is strong in its market areas.

■ Simoniz spent about $600,000

• SPRINGFIELD
• DECATUR
• CHAMPAIGN-URBANA

"Where Mid America Lives and Buys..."

NEW 59th* METROPOLITAN MARKET

NEW GRADE "A"

Only by SPRINGFIELD WICS DECATUR · CHAMPAIGN WCHU URBANA

NBC Exclusive

OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV

PAOLI
LEOPARD
SUGARTOWN
11 TH ANNUAL MODEL R.R. MEET
The Philadelphia Bulletin
The Philadelphia Bulletin
The Philadelphia
377
Richard Decker

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

promoting Ivalon in 1956—about half in spot tv and the remainder in network tv and newspapers—roughly the same as in 1957 and 1958. Last year the money went for magazines ($190,000) and unmeasured media such as point of sale, premiums, etc. ($400,000).

Amounts spent in 1958 for other products in magazines and newspapers were: Simoniz floor waxes, $1,619,195, (magazines), $1,198,799 (newspapers); HiLite, $104,566 (magazines), $66,084 (newspapers). Other magazine expenditures: Vista, $750,500; Bodysheen, $452,720; Simoniz car wax and Liquid Kleener, $301,875; Plumite, $56,265.

Young & Rubicam handles all Simoniz consumer products and acquired Simoniz export advertising from Gotham-Vladimir in January of this year. Buchen Co. handles the commercial products and Plumite.

In 1958, Simoniz reorganized its own marketing department under the direction of Robert C. Shropshire, exec vp, with group product managers reporting to a director of merchandising.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,264,883	$ 485,482
Magazines	3,475,112	1,914,435
Network Television	———	1,409,646
Spot Television	———	41,810
Total Measured	4,739,995	3,851,373
Total Unmeasured	2,000,005	1,698,627
Estimated Total Expenditure	6,740,000	5,550,000

MARKETING PERSONNEL

R. C. Shropshire, exec vp and general manager
Paul Greenfield, director of merchandising
Fred Stroud, group product manager—household products
Paul Amerman, group product manager—automotive products
J. J. O'Hanlon, director of market research

Sales

Don Cluck, director of sales
Art Connolly, sales manager

ADVERTISING AGENCIES

Young & Rubicam, Chicago—all consumer products and export—Charles Fleischmann, account supervisor; household products, Robert Dewey, account executive; automotive products, Richard Treat, account executive.

The Buchen Co., Chicago—commercial division, Plumite division—Joe Caro, account supervisor; George Weisenbach, account executive.

Sperry Rand Corp.

Sperry Rand Corp., New York, the 39th largest national advertiser, invested an estimated $19,770,000 for all advertising and promotion in the fiscal year ended March, 1959, including $5,368,359 in measured media. This compares with $16,492,000 spent by the company in the preceding year, of which $7,480,707 was in measured media.

Consolidated net sales in fiscal year 1958 were $989,601,559, up 15% from the preceeding year, when Sperry Rand sales were reported at $864,330,491.

■ During the year, Sperry Rand reported "continued heavy competitive pressure in all product lines, both commercial and military," which was reflected, the company said, in a profit margin equivalent to 2.8% of total sales. Net income for the company during 1958 was $27,644,092, compared with $27,481,239 in 1957 and $49,612,352 in 1956.

Sperry Rand attributed its dim profit picture to (1) "heavy expenses" in design, development and promotion of new products in the data processing field and other new products, to (2) increased expenses on "certain unprofitable" military contracts, to (3) losses in sale of certain "obsolete and unprofitable" products and (4) "fluctuations" in foreign exchange.

In the first quarter of the current fiscal year (April-June, 1959) net sales were at an annual rate of $1.1 billion, and net income rose 2⅓ times over the like period of the preceding year.

Remington's first again!
Now...the only electric shaver you adjust to any beard or skin
REMINGTON
New Adjustable
REMINGTON ROLL·A·MATIC
ELECTRIC SHAVER

BOWS—*Sperry Rand Corp.'s Remington Rand division, with 45% of the electric shaver market, used magazine color spreads to introduce new Remington Roll-A-Matic, adjustable to face and beard contours, late in 1958 as Sperry Rand sales rose 15% to $989,601,559. Ad expenditure was 2% of sales.*

■ Sales by major product groups during the year were as follows (parenthesis indicates percentage for previous year): Instrumentation and controls, 46% (39%); business machines, equipment and supplies, 28% (33%); and hydraulic equipment, farm equipment and other products and services, 26% (28%).

Sperry Rand reported that sales of instruments and controls during the year were about 36% ahead of the previous year, due to continued heavy expenditures by the government for defense.

■ A lower level of national economic activity in calendar year 1958, however, adversely effected sales of business machines, equipment and supplies in the first half of the company's fiscal year. Sales gained in this category for the second half, the company reported, but total sales for the fiscal year were down "slightly" from 1957. Gross revenues from sales and rentals of electronic data-processing and tabulating equipment, however, reached a new high for the fifth consecutive year. By principal customer categories, Sperry Rand's sales in 1958 went like this:

United States government defense contracts, 48%; sales of commercial products in U.S., 33%; and sales of all international operations, 19%.

Principal consumer division of the company is Remington Rand division, New York, which makes and markets typewriters; business machine supplies; adding, accounting and calculating machines; electronic computers; library and museum equipment; photographic records equipment and electric shavers.

■ On the marketing front, Remington in July, 1958, introduced its new Quiet-Riter Eleven portable typewriter, which the company proclaimed as first to include typing characteristics identical with those of standard office machines. Remington backed the new product with heavy broadcast and print advertising, including a heavy push on its CBS-TV "Leave It to Beaver" show.

Toward the close of 1958, the company brought out its new Remington Roll-A-Matic electric shaver, an improved electric razor which can be adjusted to individual face and beard contours. To strengthen its position in the highly competitive shaver field, Remington this fall announced a $7,200,000 advertising and promotion push to extend through 1959. Remington's share of market for electric shavers is estimated at about 45%. In the Consolidated Consumer Analysis of 21 leading markets, Remington is undisputed leader in the electric shave field as Schick and Norelco, its two biggest competitors, trail by a sizable margin. During 1958, Remington continued to push electric shavers on "Gunsmoke," over CBS-TV.

Another major new product introduced by Remington in 1958 was the Univac Solid-State Computer, which features compact size and low operating and installation cost.

■ Remington markets its products in the U.S. through branch sales offices in 218 cities, exclusive sales and service agents in 351 smaller urban centers and through more than 12,000 dealers for portable typewriters, adding machines, supplies and other products scattered throughout the country. In addition, the company lists 70,000 sales outlets for its electric shaver line, which includes the Roll-A-Matic, Auto-Home Rollectric, and the Remington Princess shaver for women.

Sperry Rand's other principal consumer division, New Holland Machine Co., New Holland, Pa., turns out grassland farm machinery, including automatic crop handling equipment. During the year Holland introduced several new and improved farm equipment products, including an automatic bale thrower and a multi-purpose crop-chopper. The division in 1958 acquired Smoker Farm Elevators Inc., maker of farm elevators, mow conveyors and other crop handling equipment, and also the Farmway Co., maker of barn cleaners and silo unloaders.

■ Other major divisions of Sperry Rand are:

- Sperry Gyroscope Co., Great Neck, N.Y.—military and commercial aircraft instruments and flight control devices, navigational radars, radar test sets, Klystron transmitting tubes, gyroscopic devices and other electronic systems and products. Other companies within the Sperry group are Wright Machinery Co., Durham, N.C., which makes automatic packaging and electronic weighing systems; and Wheeler Electronic Corp., Waterbury, Conn., which produces tv, radar and radio components, plus sound powered telephones and other electrical assemblies
- Ford Instrument Co., Long Island City, N.Y.—aircraft and vehicular navigation computers, missile launching and guidance computer, naval fire control computers, nuclear reactors, controls and instruments. (Operational and sales control is lodged with Ford Instrument Group for Sperry Farragut Co., Bristol, Tenn., maker of military systems and equipment.)
- Vickers Inc., Detroit, Mich.—machinery hydraulics, aero hydraulics and mobile hydraulics division (operational and sales control lodged with Vickers for Tulsa Winch division, Tulsa, Okla., and Vickers Electric Products Division, St. Louis, Mo.); complete hydraulic systems, transmissions, hydraulic power steering, winches, power take-offs, magnetic amplifiers, magnetic particle clutches and brakes, selenium rectifiers, arc welders and servo amplifiers.

■ Since Remington Rand is the principal consumer division in the Sperry Rand stable, it probably accounted for more than 80% of the company's total advertising budget for 1958, as estimated by AA.

According to PIB-TvB breakdowns, Sperry Rand in 1958 spent $2,802,210 advertising its products in network television, down about $1,400,000 from its 1957 network television expenditure of $4,257,142. Most of the company's television money went in support of the Remington electric shaver line over "Leave It to Beaver" and "Gunsmoke" shows on CBS-TV.

In general magazines, Remington in 1958 spent $1,512,098, as against $2,069,805 in 1957. Remington's major expenditures in magazines went this way: electric typewriters, $116,175; portable typewriters, $171,808; electric shavers, $287,105; electric shavers contest in magazines, $212,040; and electric shavers for women, $134,270. In addition to network television and magazines, Remington in 1958 spent $85,940 promoting its electric shavers on spot television.

■ Other major expenditures in magazines by Sperry Rand in 1958 were $166,615 for general promotion of Sperry Gyroscope Co. and $224,618 in farm publications for New Holland crop machinery and accessories. The company spent an additional $480,500 in business publications and $153,809 in newspapers. A major share of expenditures in business magazines went for Remington's line of office machines and computers.

In April, 1958, Kenneth R. Herman, exec vp of Sperry Rand Corp., was named to succeed James H. Rand as president of the company. Dause L. Bibby succeeded Mr. Herman as exec vp.

In December, the company's agency line-up changed following the merger of Paris & Peart, the agency handling print media for all Remington office equipment lines, with Gardner Advertising Co. The combined agency retained the Remington account.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 153,809	$ 226,842
Magazines	1,512,098	2,069,805
Farm Publications	333,802	307,598
Business Publications	480,500	517,500
Network Television	2,802,210	4,257,142
Spot Television	85,940	101,820
Total Measured	5,368,359	7,480,707
Total Unmeasured	14,401,685	9,011,293
Estimated Total Expenditure	19,770,000	16,492,000

REMINGTON RAND DIVISION

New York

MARKETING PERSONNEL

Kenneth R. Herman, president
Dause L. Bibby, exec vp
Marcell N. Rand, administrative vp
H. C. Landsiedel, vp and general manager, Electric Shaver division
H. J. McGuire, vp and general manager, International division
J. W. Schnackel, vp and general manager, Univac division
H. V. Widdoes, group vp
R. D. Brown, general manager, Systems-Photo Records division

Sales

J. D. Hazard, general sales manager, Univac division
F. V. Bergren, general sales manager, Photo-Records division
R. O. Elliott, assistant general sales manager, Machines-Supplies division
S. P. Bland, general sales manager, Dealer Sales division
A. C. Barioni, general sales manager, Electric Shaver division
C. W. Reifel, assistant general manager, International division
C. B. Stetzelberg, product manager, International division

Advertising

S. H. Ensinger, vp for advertising-sales promotion-publicity, N. Y.
Sterling Hiles, manager, advertising and sales promotion, N. Y.
A. C. Hancock, manager, public information & publications, N. Y.
Hill Hastings, account manager, advertising and sales promotion of systems-photo records, N. Y.
W. P. Most, account manager, advertising and sales promotion of business machines, supplies & dealer sales, N. Y.
E. M. Kempner, account manager, advertising and sales promotion for Univac, N. Y.
Robert P. Clarke Jr., manager, advertising, publicity, sales promotion for electric shavers, Bridgeport, Conn.
George R. Spahn, advertising and sales promotion manager, international div., office equipment, N. Y.

ADVERTISING AGENCIES

Gardner Advertising Co., New York—print media advertising on all Remington Rand office equipment products—Kenneth Lee, David Kreinik and George Gibson, account executives.

Young & Rubicam, New York—Remington Electric shavers—Edward Bond, account supervisor; Oliver McKee, account executive.

Compton Advertising, New York—television advertising for Remington Rand typewriters—Jack Rees, account supervisor; George Renner, account executive.

Locke-Kohnson Co., Toronto—all office equipment lines in Canada—Gordon Hill, account executive.

Cockfield, Brown & Co., Toronto—electric shaver advertising for Canada—Oswald Kolka, account executive.

Robert Otto & Co., New York—all Remington office equipment products and portable typewriters in international markets except Canada—Stewart Fritche, account executive.

Bryan Houston Inc. (now Fletcher Richards, Calkins & Holden), New York—supervisory agency for electric shavers in international markets—Nort Leo, account executive.

SPERRY GYROSCOPE CO.

Great Neck, N. Y.

MARKETING PERSONNEL

Carl A. Frische, president

Sales

George S. Starke, vp for sales
Frank Conace, sales manager, aeronautical equipment
Robert Garbarini, sales manager, air armament
J. M. Geiger, sales manager, surface armament
C. W. Whall, sales manager for marine
J. R. Whitford, sales manager for electronic tubes
R. C. Lyons, sales manager for counter measures
R. E. Erbentraut, manager, field service engineering

Advertising

Carlyle H. Jones, director, public relations
K. T. Quigley, advertising coordinator

ADVERTISING AGENCIES

Reach, McClinton & Co.—precision instruments, electronic marine and aeronautical missiles, weapon systems—Francis Risley, account executive.

Edward W. Robotham Co., Hartford, Conn., for Wheeler Electronic Corp.—magnet wire, coils, transformers and communications equipment, amplifier chassis—William Robinson, account executive.

FORD INSTRUMENT CO.

Long Island City, N. Y.

MARKETING PERSONNEL

Charles S. Rockwell, president and general manager

Sales

A. L. Coulson, vp for sales

Advertising

S. Holt McAloney, director of public relations
Robert L. Graham, advertising manager

ADVERTISING AGENCY

James Thomas Chirurg Co., New York—all products—Donald Jackson, account supervisor; Arthur Sasso, account executive.

VICKERS INC.

Detroit

MARKETING PERSONNEL

J. Frank Forster, president

Sales

F. T. Farrington, vp, sales
J. T. Burns, general sales manager, aero hydraulics
F. V. Gieryn, general sales manager, mobile hydraulics
W. F. Driver, marketing manager, machinery hydraulics
W. J. Mocha, sales manager, Tulsa Winch division
L. W. Buechler, general sales manager, electric products

ADVERTISING AGENCIES

Witte & Burden, Detroit—complete hydraulic systems for airborne, industrial machinery, mobile and automotive applications, power steering—Paul Witte, account executive.

Batz-Hodgson-Neuwoehner Advertising Agency, St. Louis—for Electric Products division of Vickers Inc. C. A. Hodgson, account executive.

B. E. Burrell Agency, Hartford, Conn.—for marine and ordnance department, Machinery Hydraulics Division—B. E. Burrell, account executive.

Paul Locke Advertising, Tulsa, Okla.—for Tulsa Winch division of Vickers Inc.—Tom Tripp, account executive.

NEW HOLLAND MACHINE CO.
New Holland, Pa.

MARKETING PERSONNEL

George C. Delp, president and general manager

Sales

Ralph G. Shinabargerm, general sales manager

Advertising

H. Joseph Hull Jr., advertising and public relations manager

ADVERTISING AGENCY

J. Walter Thompson Co., New York—all products—Ken W. Hinks, account executive.

Standard Brands Inc.

Standard Brands Inc., New York, the nation's 27th leading national advertiser, spent an estimated $24,140,191 on all advertising and promotion in 1958. That included $19,240,191 put into the measured media. In 1957, the company invested an estimated total of $19,000,000, including $14,915,877 in measured media.

Among Standard Brands' products which got large promotional backing last year were Black & White scotch, which was pushed via $416,270 in magazines and $264,472 in newspapers; Chase & Sanborn instant coffee, which was promoted with $625,603 in magazines and $632,011 in newspapers. while Chase & Sanborn regular was pushed with $104,648 in magazines and $82,267 in newspapers. Chase & Sanborn was heavy in spot tv, where it spent $1,957,750, and in network, where spending ran to $2,341,487. A little more than half this figure pushed instant coffee. The new decaffeinated instant, Siesta, spent $192,658 in newspapers and $121,520 in spot tv.

Fleischmann's gin was backed with $243,885 in magazines and $240,843 in newspapers; Tender Leaf tea with $426,496 in magazines and Sunday supplements and $342,864 in newspapers; Fleischmann's yeast was promoted via $436,009 in magazines and $90,650 in spot tv; Blue Bonnet margarine with $147,858 in newspapers and $192,050 in spot tv; Fleischmann's Preferred whisky with $517,249 in newspapers; Hunt Club dog food with $929,090 in spot tv; Kendall Fives with $564,990 in spot tv and Royal desserts with $376,240 in spot tv.

Standard Brands, which reported net sales of $513,858,914 in 1957—thus surpassing the $500,000,000 mark for the first time—had net sales of $519,747,132 in 1958. Net income was $14,690,214, as compared with $13,837,524 in 1957. Net income a share last year was put at $4.26. In 1957 the figure was $4.01.

In 1959, first quarter net sales totaled $131,935,752. In 1958, first quarter sales were $132,705,558. Net income was $3,996,224 and $3,819,542, respectively, up 4.6%.

Standard Brands' annual report for 1958 declared that "selling, administrative and research expenses were up $3,842,996 in 1958, principally because of increased advertising and sales promotion. Audience coverage of television shows was expanded, as was the use of radio and television spot announcements." Selling, administrative and research expenses last year totaled $105,648,424.

In the food field, here is how some of the company's major products rated in various markets—according to the 1959 "Consolidated Consumer Analysis" of 21 markets:

Blue Bonnet margarine led the field in its product category, being the most popular in six markets. Close pursuers were Nucoa (five firsts) and Kraft (four firsts). Blue Bonnet was strongest in Duluth-Superior (50.3% of the market), Honolulu (40.3%), Milwaukee (45.3%), St. Paul (31.9%) and Salt Lake City (22.8%).

Chase & Sanborn coffees—both regular and instant—were shut out of the top runners' spots in the 21 markets. In the regular field, Chase & Sanborn's best showing was second place in Indianapolis, where it has 13.4% of the market (as compared with Maxwell House, which took first place with 41.7%). In the instant field (dominated by Maxwell House, with 19 firsts) Chase & Sanborn did not show better than third place—in Indianapolis, where it got 7% of the market, and Phoenix, where its market share was 13%.

In dog foods, Standard's Kendall Fives ranked first in three of the 22 markets (Fresno, with 24.7%, Long Beach, with 21.1%, and San Jose, with 22.2%). Purina had seven firsts, and Friskies and Gaines each finished first in five markets. Standard's Hunt Club dog food was second in Washington, D.C., with 20.4% of the market, sixth in Newark and Columbus, and ninth in Denver.

Standard reported that its new Instant Siesta decaffeinated coffee, "a product with a natural coffee aroma," was successfully introduced last year in test markets. National distribution was planned for 1959. Fleischmann's Supreme corn oil margarine was "introduced in limited areas last year." Currently, it is being introduced in additional markets. The company pointed out that "some medical findings support the opinion that corn oil is especially effective in reducing blood cholesterol levels, and, since a high blood cholesterol level is believed

How advertisers of

BEER, WINE AND LIQUOR

rank national magazines

(Jan.-June, 1959)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$6,394,997
2.	Look	2,273,330
3.	Time	2,117,698
4.	Saturday Evening Post	1,966,929
5.	New Yorker	1,514,857

BIGNESS

is a fact of LIFE

Source: P.I.B. (gross figures)

by many to be an important factor associated with coronary heart disease, corn oil is expected to play a more prominent role in the American diet."

Standard Brands also reported a complete new and improved line of Royal gelatin desserts has been developed for hotels and restaurants. A new syrup and several new formula yeast foods, adapted for the production of specialized bakery products, were also introduced in 1958. Several new starches and dextrins were developed for the paper and textile industries. The company regards a new line of Clineo starches—which have film properties for use in paper coating and textile sizing—as having "particular promise."

Standard's operations abroad last year resulted in combined sales of $27,225,015, a new high. The 1957 total was $26,894,618. (Both figures are in U. S. dollars.) Combined profit last year, after taxes, was $1,021,733. In 1957, profit was $1,451,066.

Albert R. Fleischmann, general sales manager of Standard, was named vp-marketing "in order to facilitate the orderly transmission of responsibilities" on his retirement. J. Paul Bryant, previously vp and assistant general sales manager, was promoted to vp and general sales manager.

Earlier this year, Compton Advertising resigned Chase & Sanborn regular and instant coffees and the $6,500,000 in billings was switched to the J. Walter Thompson Co. JWT already handled other Standard products. The shift followed some realignments at Standard Brands and a shift in account people handling the brands at Compton. Last winter, D. B. Stetler, vp and advertising director, left the client. He has not yet been replaced. Edward D. Barrett was named assistant vp in charge of marketing.

Compton Advertising was subsequently given a new brand by Standard, Daviess County bourbon. There were many reports earlier this year that Compton was also handling Black & White scotch, an account listed with L. H. Hartman Co. A check with publishers about July 15 indicated Black & White space was being placed by Compton.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,768,516	$ 3,743,465
Magazines	2,724,747	4,316,060
Farm Publications	327,016	188,007
Business Publications	531,100	501,100
Network Television	6,144,983	4,512,346
Spot Television	4,368,290	1,398,750
Outdoor	375,639	346,140
Spot Radio	1,900,000	—
Total Measured	$19,140,291	$14,915,877
Total Unmeasured	5,000,000	4,084,123
Estimated Total Expenditure	$24,140,291	$19,000,000

MARKETING PERSONNEL

Sales

J. Paul Bryant, vp and general sales manager

Advertising

E. D. Barrett, asst. vp in charge of marketing

Lucien Perona, advertising manager, Fleischmann Distilling Corp.

Fuller D. Baird, sales promotion manager, Special Products division

Industrial Relations

Charles Gildea, director

ADVERTISING AGENCIES

J. Walter Thompson Co.—Fleischmann's yeast, Tender Leaf tea, Royal nuts, Clinton Corn Processing Co. products—Samuel B. Dobbs, account supervisor. Chase & Sanborn regular and instant coffee (beginning July 1, 1959)—Harry Niederauer, account supervisor on instant coffee; Fred Thomsen, account supervisor on regular.

Ted Bates & Co.—Blue Bonnet margarine, Hunt Club and Fives dog foods, Royal puddings and gelatin—Allen M. Whitlock, account supervisor. Fleischmann Supreme margarine, New Corn Oil margarine—James Clarkson, account supervisor. Fleischmann's gin and whiskies—Howard Anderson, account supervisor.

Compton Advertising Inc.—Daviess County bourbon (a new brand). Fleischmann's Black & White scotch—Chester Dudley, account supervisor; George Christie, account executive.

Wildrick & Miller Inc.—Diastafor desizing agent, Fleischmann's Irradiated yeast for animals—S. Donald Wildrick, account supervisor.

L. H. Hartman Co.—Churchill Kentucky bourbon.

Marketing & Advertising Associates, Philadelphia—Fleischmann's yeast, Fleischmann's frozen eggs, Diamalt, baking powder, margarine shortening and all institutional products sold to bakeries, hotels and restaurants.

Standard Oil Co. (Indiana)

Standard Oil Co. (Indiana), Chicago, ninth largest U.S. corporation in terms of assets, is the nation's 40th largest advertiser. ADVERTISING AGE estimates the company spent $19,000,000 in advertising last year, compared with an estimated $18,000,000 in 1957. The 1958 total includes $10,247,217 in measured media, compared with $9,236,602 in 1957.

Sales of the company and its subsidiaries dropped to $1.86 billion in 1958 from $2.01 billion in 1957, despite a 5% sales gain for company service stations and other retail outlets. Earnings dropped even more sharply to $117,775,022 in 1958 from $151,509,025 in 1957.

The company attributes this set-back primarily to a 2.5% decline in total product sales, following mainly from last year's recession with a drop in industrial demand for residual fuel and the dropping of what the company calls marginal commercial accounts.

■ The 1958 earnings would have been hurt even worse, the company says, if it hadn't cut its operating costs sharply last year. The consolidated company pared 3,645 people off its working force in 1958 (it dropped another 2,334 in 1957) leaving a force of 46,033 at the end of last year. It also dropped some 874 of its less profitable service stations (in addition to the 270 it dropped in 1957) leaving a present total of 29,032.

Indiana Standard, the fifth largest U.S. petroleum company in point of assets ($2,769,317,364 as of Dec. 31, 1958), is primarily a petroleum refiner and marketer. It produces 4% of the nation's crude oil and natural gas liquids and about 4% of its natural gas. It refines and markets about 8% of the nation's petroleum products and transports about 16% of the total U.S. petroleum products through its vast piping system.

■ Indiana Standard itself operates in 15 midwest states as a marketer of more than 2,000 petroleum products, most of them for automotive, heating, industrial and farm uses. Its subsidiary, Utah Oil Refining Co., produces and markets Utoco petroleum products in Utah, Nevada, Idaho, Oregon and Washington. Another subsidiary, American Oil Co., produces, transports and markets Amoco petroleum products in 28 states in the East, South, Southwest and West. Both subsidiaries are 100% owned.

Other wholly-owned subsidiaries are Indiana Oil Purchasing Co., which buys, sells and trades crude oil and natural gas liquids in the U.S.; Service Pipe Line Co., which transports crude oil to refineries (both Indiana Standard's and others); Tuloma Gas Products Co., which markets liquefied petroleum gas and natural gasoline, and Amoco Chemicals Corp., which makes and markets chemicals from petroleum.

■ Two significant new subsidiaries formed last year are Pan American International Oil Co., a subsidiary of Indiana Standard's Pan American Petroleum Corp., and Amoco Trading Corp. The new Pan American operation's scope is to find and produce crude oil and natural gas while the new Amoco subsidiary will buy, sell, trade and transport crude oil and products outside the U.S.

Creation of these new foreign operations highlights Indiana Standard's freshly revived interest in the international petroleum field. Historically a refiner and marketer that has been dependent on crude oil produced by others, Indiana Standard now, under the hand of its new board chairman, Frank O. Prior, is more actively seeking its own oil sources overseas.

The company has pursued various exploratory ventures in Colombia, Canada, Cuba, Jamaica and Venezuela over the past decade. But in 1958 it undertook vast new development projects in Argentina, Iran, Libya, Algeria, Mozambique and Italy. In addition, the company has been negotiating for a 10,000-square-mile tract of land in Saudi Arabia—a major oil source for Socony, Jersey Standard, California Standard and Texas Co. through their jointly owned Arabian American Oil Co.

■ On the research front, during the past year Indiana Standard developed and put into service a new De-Icer additive that serves as an anticorrosion agent, developed new additives to motor oils to achieve better performance, formulated new fire-resistant oils for turbines and hydraulic systems and evolved new waxes for better coatings on milk cartons.

Major personnel changes at Indiana Standard last year were the election of Frank O. Prior, formerly president, to board chairman, succeeding Dr. Robert E. Wilson who retired, and election of John E. Swearingen, formerly exec vp, to the post of president.

Joseph K. Roberts, research and development vp, was selected to head the company's new foreign market planning group in Paris. Dr. Philip C. White has been named general manager of research and development.

■ In other changes, C. H. Coughlin, formerly northern sales region manager for Indiana Standard operating out of Milwaukee, was named general sales manager of American Oil. He succeeded James N. Carney, who retired. Replacing Mr. Coughlin in the northern sales region manager post is Guy D. Carroll, formerly sales promotion manager of the company's general office in Chicago.

Amos K. Smith, formerly marketing manager in the northern sales region, was named to the post of manager of sales promotion and sales training department in the company's Chicago office. Lawrence B. Kelly replaced Mr. Smith in the Milwaukee post.

STANDARD OIL CO. (INDIANA) AND SUBSIDIARIES

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,231,748	$ 2,763,047
Magazines	41,016	38,876
Farm Publications	266,940	351,221
Business Publications	445,000	355,900
Network Television	585,326	937,431
Spot Television	2,424,710	1,749,820
Outdoor	3,252,477	3,040,307
Total Measured	10,247,217	9,236,602
Estimated Unmeasured	8,752,783	8,763,398
Estimated Total	19,000,000	18,000,000

PARENT COMPANY

Chicago

MARKETING PERSONNEL

Dwight F. Benton, sales vp

A. C. Sailstad, general sales manager

W. H. Miller, assistant general manager, marketing

Advertising

Wesley I. Nunn, advertising manager

Robert B. Irons, assistant advertising manager

Sales Promotion

Amos K. Smith, sales promotion manager

ADVERTISING AGENCIES

D'Arcy Advertising Co., Chicago—all products and services—W. C. Edwards, account supervisor. Kent Lee, account executive.

Batten, Barton, Durstine & Osborn, Chicago—institutional—Wayne Tiss, account supervisor, Kermit Small account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,410,445	$ 2,243,614
Magazines	12,820	12,460
Farm Publications	266,940	117,270
Business Publications	395,000	355,900
Network Television	585,326	872,635
Spot Television	1,961,290	1,597,460
Outdoor	1,132,882	1,072,057
Total Measured	6,764,703	6,271,396
Estimated Unmeasured	5,735,297	4,428,604
Estimated Total	12,500,000	11,000,000

AMERICAN OIL CO.

New York

MARKETING PERSONNEL

T. A. Aldridge, marketing vp

C. H. Coughlin, general manager, sales; George M. Glazier, assistant general manager, sales

Advertising

John B. Goodman, ad manager

ADVERTISING AGENCY

Joseph Katz Co., New York—all products and services—Charles W. Shugert, account executive.

ADVERTISING EXPENDITURE

	1958	1957
Newspapers	$ 810,043	$ 508,701
Magazines	5,730	26,410
Business Publications	50,000	—
Network Television	—	64,796
Spot Television	399,090	104,370
Outdoor	2,061,216	1,916,951
Total Measured	3,326,079	2,621,228
Estimated Unmeasured	2,906,921	2,378,772
Estimated Total	6,233,000	5,000,000

UTAH OIL REFINING CO.

Salt Lake City

MARKETING PERSONNEL

P. L. VanderJagt, sales vp

Blaime M. Pack, general manager of marketing

K. K. Crandall, bulk sales manager

J. Leon Anderson, consumer sales manager

R. H. Castleton, reseller sales manager

ADVERTISING AGENCY

Gillham Advertising Agency, Salt Lake City, Utah—all products and services—M. C. Nelson, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 11,250	$ 10,732
Spot Television	64,330	47,990
Outdoor	58,379	51,281
Total Measured	133,959	110,000
Estimated Unmeasured	96,041	70,000
Estimated Total	230,000	200,000

AMOCO CHEMICAL CORP.

Chicago

MARKETING PERSONNEL

J. J. O'Connell, marketing vp

L. G. Parkinson, general sales manager

Advertising

John Amos, ad manager

ADVERTISING AGENCY

D'Arcy Advertising, Chicago—all products and services—W. A. Rooney, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 22,466	$ 26,410
Total Measured	22,466	26,410
Estimated Unmeasured	14,534	15,590
Estimated Total	37,000	42,000

Standard Oil Co. (New Jersey)

Standard Oil Co. (New Jersey), the 31st largest national advertiser, invested an estimated $23,000,000 in domestic advertising in 1958, of which $10,498,465 was in measured media. This compared with a 1957 expenditure of $21,000,000, including $9,023,227 in measured media.

Consolidated earnings for the Jersey giant in 1958 were $562,-earnings of $805,177,000, and down from a record high of $809,000,000 reported in 1956. Jersey attributed the slide in earnings to lower levels of crude oil and petroleum products in 1958 and to an increase in income taxes on its Venezuelan operations, put through on Jan. 1, 1958. The tax increase alone accounted for a reduction in consolidated earnings of more than $89,000,000, the company reported.

■ Jersey Standard's profit picture was dim during the year, but sales performance was ahead of 1957. For the first time in its history, the company reported a sales volume of more than a billion barrels of petroleum products. Consolidated net sales during 1958, however, totaled $7,712,257,000, down $266,057,000 from 1957, when net sales reached $7,978,314,000. Despite the drop in revenue from sales, the company reported a 6% gain in product sales volume in the U.S. and an additional 6% gain in markets outside the U.S. The company attributed the drop in sales revenue to depressed business conditions in 1958 and to "conditions of oversupply in the industry which led to an intensely competitive price situation."

During 1958, Jersey Standard reported that earnings derived from operations in the U.S. represented 26% of total consolidated earnings; Western Hemisphere operations outside the U.S., 47%, and Eastern Hemisphere sources the remaining 27%.

Standard Oil Co. (New Jersey), as the parent organization, receives most of its income from dividends on investments in a vast network of affiliates scattered throughout the world. Its principal affiliates in which Jersey's percentage of ownership is 50% or better number 55 companies marketing in nearly 40 countries. Total advertising investment of the consolidated companies—both foreign and domestic—was about $45,000,000 in 1958, as against $42,500,000 in 1957.

■ As the parent organization, Jersey Standard operates primarily in a coordinating and advisory capacity. Marketing and advertising are coordinated through the parent company in New York, but affiliated companies operate with considerable autonomy in conducting advertising operations and in selection of advertising agencies. Jersey Standard shares in advertising efforts of affiliates, however, by conducting joint seminars and coordinating programs.

During the year Jersey Standard reported decreased over-all production for both domestic and most foreign operations. Production of domestic affiliates in 1958 totaled 472,000 barrels daily, compared with 538,000 the previous year. In Canada, production amounted to 88,000 barrels a day, down from 112,000 barrels in 1957. In the Middle and Far East, however, production increased to a record high of 508,000 barrels daily, up from 451,000 reported in 1957.

In its refining operations, Jersey's crude oil runs increased from 2,427,000 to 2,489,000 barrels daily in 1958. A small decrease in domestic runs, from 760,000 barrels daily in 1957 to 749,000 barrels, was offset by increased crude oil runs outside the U.S., the company reported.

■ Operations of Humble Oil & Refining Co., Jersey's largest domestic oil producer, averaged 382,000 barrels daily, 16% below 1957 output. The decline was attributed to a reduction in industry demand for domestic production, which resulted, the company said, in a "severe" prorationing in Texas, where Humble is a major producer. Humble increased its production in California, however, and boosted the sale of natural gas during the year to 1,170,000,000 cubic feet per day, 4% over the previous year. Also increased in 1958 were Humble's gasoline sales in Texas and New Mexico, its two-state marketing area. In mid-1959, Humble extended its operations into the Arizona market.

Jersey Standard's principal marketing arm is Esso Standard Oil Co., a wholly-owned subsidiary which markets in 18 states ranging along the eastern U.S. seaboard and in the South.

Esso Standard in 1958 accounted for $12,622,018 of Jersey's $23,000,000 domestic advertising budget, down $629,390 from Esso's 1957 expenditure of $13,251,408.

(Note: Advertising expenditures used in this narrative, unless attributed elsewhere, are those supplied by Jersey Standard and its various affiliates.)

▪ Esso concentrated most of its advertising budget in 1958 in spot radio, spot tv and newspapers. Esso's newspaper expenditure during the year was $3,088,389, up from $2,271,312 spent in newspapers during 1957. This included $207,566 for Esso heating oil; $359,641 for institutional advertising in newspapers; $337,893 for Flit insecticides and $1,955,101 for gasoline and oils.

Esso's spot television expenditure, down from $3,459,568 in 1957 to $2,423,797 in 1958, went for periodic announcement drives—tied in with newspaper and outdoor ads—pushing New Formula Esso Extra, an improved gas brought out early in the year. In addition, Esso continued to sponsor "Your Esso Reporter" news and weathercasts on 46 tv stations, plus an intensive spot campaign in its 18 state market area. Spot radio, budgeted at $1,153,840 in 1958, continued to be used heavily throughout Esso's marketing area. Supporting print and broadcast advertising during the year was an outdoor appropriation of $1,007,484.

▪ Of the $5,154,268 spent by Esso in unmeasured media in 1957, the biggest chunks went for spot radio, Esso's road maps and touring service and sales promotion. The breakdown: road maps and touring services, $1,434,583; sales promotion, $1,520,054; company publications, $249,629; local funds, $682,934 and other programs, $113,228.

In addition to broadcast, newspaper and outdoor advertising, Esso spent $620,625 in general magazines; $270,519 in business papers and $56,936 in farm publications.

▪ While Jersey Standard operates along the lines of a holding company and does no product advertising *per se*, it spent $1,000,000 in 1958 on institutional advertising in trade papers and spot television.

Most of this appropriation, the company reported, went in support of Esso Standard's news and weather programs. In New York, Jersey shares the cost of these programs with its affiliate on a 50-50 basis; outside the New York area, Jersey's share drops to 25% of the costs. The ratio of product to institutional advertising, the company said, is about 60% product and 40% institutional.

▪ In August, 1958, Jersey Standard appointed Ogilvy, Benson & Mather, New York, to handle a special institutional campaign in magazines which began in January, 1959. Earlier, in 1958, Jersey launched an institutional campaign in newspapers and trade papers through its regular agency, McCann-Erickson. The magazine series is budgeted at about $750,000 and the newspaper series at $250,000.

At the time of the Ogilvy, Benson & Mather appointment, the company described the magazine campaign as "over and above anything McCann-Erickson (Jersey's regular agency) has done for us.

"Nothing has been taken away from McCann-Erickson," Jersey Standard said. "Rather, this is in addition to our regular institutional campaign."

In August, 1959, Esso Standard elected Robert O. Goodykoontz, general manager of marketing, to vp.

▪ On the marketing front, Jersey's affiliates stepped up efforts to improve economy and efficiency at the retail level. These included building low cost but durable service stations in attractive settings and conducting dealer training programs to improve service station performance. By the end of 1958, the company reported that 11 affiliates had 49 retail schools in operation, from which 2,800 dealers and salesmen had been graduated. Jersey's touring and travel services helped meet increasing competition in gasoline marketing.

Crude oil production of Jersey's other major domestic affiliate, Carter Oil Co., hit a new high for the third consecutive year in 1958, averaging 90,000 barrels a day, a 7% gain over 1957 production. The company reported that increased production came primarily from new development drilling in Utah, expansion of the company's water-flooding program, and more favorable markets for its production from the Elk Basin field in Wyoming. Carter carries on producing, refining and marketing in central United States, Pacific Northwest and the Rocky Mountain area.

▪ In addition to its crude oil operations, Carter in 1958 added 135 service stations—most of them in Washington and Oregon—and increased natural gas sales to 150,000,000 cubic ft. per day, a 14% increase over 1957 output. The company said increased service station operations, together with higher jet fuel sales to the military, contributed to a 10% gain in product sales in 1958. During the year Carter invested $990,800 in advertising, with major expenditures going to newspapers, $224,000; sales promotion, $213,500; outdoor, $159,700 and spot tv, $317,300. In addition, the affiliate spent $10,000 in magazines; $14,800 for spot radio and $44,000 for travel aids.

Humble Oil & Refining spent an estimated $4,000,000 in advertising in 1958, as against a 1957 expenditure estimated at $6,000,000. Humble's advertising expenditure included about $1,000,000 for public relations projects and about $3,000,000 in various advertising media. Expenditures in media went this way: newspapers, $500,000; spot television, $500,000; outdoor, $500,000; and spot radio, $300,000. The remainder of Humble's ad budget in 1958 went in various unmeasured media, including direct mail, point of sale, dealer aids and other media.

On the marketing side, Humble announced the retirement of Frank A. Watts and Roy M. Stephens, general manager for marketing and assistant general manager, respectively. R. H. Venn and Choyce Allison were named as successors.

▪ Jersey reported stepped-up marketing operations for its other principal affiliates during the year. Oklahoma Oil Co., a wholly-owned subsidiary marketing in the Chicago area, extended its activities into northern Illinois and Indiana and moved into Des Moines and Louisville, Ky. At year's end, Oklahoma Oil had 440 retail outlets in operation, including 233 stations added in 1958 alone. Jersey reported that the affiliate's advertising budget for 1958 amounted to $1,500,000.

Pate Oil Co., marketing in the Wisconsin area, added new service station outlets in 12 communities not previously serviced and invested $300,000 in advertising, including $42,630 in spot tv and $27,236 in newspapers.

An estimated $1,587,182 was spent in advertising and sales promotion for other Standard affiliates, principally Enjay Co., which markets chemical products in the U.S.; Esso Export Corp., worldwide wholesale marketer and coordinator of Jersey's retail bunkering and aviation sales activities; and Gilbert & Barker, which makes and markets oil burners and service station equipment throughout the world. Esso Research & Engineering Co., research development arm of Jersey, receives advertising support from major affiliates and does some patent licensing advertising on its own. In 1958, Jersey Standard continued its longtime relationship with McCann-Erickson, New York, which handles the major share of consumer advertising done by the company and its principal U.S. marketing affiliate, Esso Standard.

STANDARD OIL CO. (N. J.)
(Domestic Affiliates Combined)
ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,305,724	$ 2,682,164
Magazines	1,062,369	1,220,129
Farm Publications	42,090	58,112
Business Publications	371,500	192,890
Network Television	———	173,460
Spot Television	3,102,550	3,191,110
Outdoor	1,414,232	1,505,452
Spot Radio	1,200,000	———
Total Measured	10,498,465	9,023,227
Total Unmeasured	12,501,535	11,976,773
Estimated Total Expenditure	23,000,000	21,000,000

(Note: Some of the above figures, compiled by independent measuring agencies, do not coincide with those supplied by Esso Standard and other Standard Oil affiliates, given below. For example, the newspaper expenditure above, $3,305,724, is actually exceeded by the total spent in the medium by Esso and Carter Oil affiliates. Their total is $3,312.000. The discrepancy may be in that independent measuring agencies do not allow for discounts given the advertiser.)

MARKETING PERSONNEL

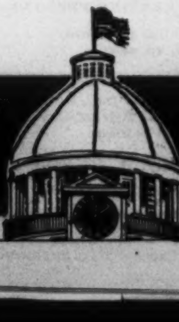
D. W. Ramsey, coordinator of marketing
R. M. Shepardson, manager of marketing development division
W. R. Robinson, coordinator of advertising
Stewart Schackne, manager, public relations (institutional advertising)
W. P. Headden, assistant manager, public relations (institutional advertising)

ADVERTISING AGENCIES

Ogilvy, Benson & Mather, New York—institutional advertising in magazines. Gilbert Lea, account supervisor.

McCann-Erickson Inc., New York—all institutional advertising except special campaign in magazines.

Sell Your Product Thru DIRECT SELLING
MAIL ORDER
Publication Ads
37th year of making ads pay off.
MARTIN Advertising AGENCY
Direct selling mail order ad specialists—Est. 1923
15 E. 40th St., Dept. 78, New York LE 2-4751



WHO BUYS YOUR PRODUCTS?

- FARMERS!
- INDUSTRIAL WORKERS!
- MILITARY PERSONNEL!
- WHITE COLLAR PEOPLE!
- STUDENTS!

Here's why you can reach more of them at lower cost in the only newspapeis covering Alabama's Capital Part

MONTGOMERY
Alabama's Capital City

- Montgomery is the largest cattle market east of Fort Worth and South of St. Louis, as well as the shopping center for a rich farming area.
- The bulk of a $64 Million military payroll goes to highly-paid air force officers at Maxwell and Gunter Fields.
- As the State Capital, Montgomery has governmental payrolls totalling $30 million.
- Four colleges are located here.
- Highly diversified industries provide steady employment for over 7,000 workers.

It adds up to 25% of Alabama's retail sales in the area effectively covered ONLY by the Montgomery Advertiser-Alabama Journal!

Circulation: 86,956 Daily 81, 579 Sunday

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser - ALABAMA JOURNAL
MORNING—EVENING—SUNDAY

ESSO STANDARD OIL
New York

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,088,389	$ 2,271,312
Magazines	620,625	662,049
Farm Publications	56,936	56,052
Business Publications	270,519	273,205
Spot Television	2,423,797	3,459,568
Outdoor	1,007,484	1,369,523
Total Measured	7,467,750	8,091,709
Total Unmeasured	5,154,268	5,159,699
Estimated Total Expenditure	12,622,018	13,251,408

MARKETING PERSONNEL

Robert O. Goodykoontz, general manager, marketing
George W. Butler, assistant general manager
John A. Miller, manager, service station sales
Charles W. Bohmer Jr., manager, industrial sales
A. A. Diffey, manager, operations

Advertising

Robert M. Gray, advertising and sales promotion manager
Vernon G. Carrier, manager, industrial and re-seller advertising
William N. Farlie, manager, advertising-sales promotion services
Thomas W. Wilson, manager, service station advertising and sales promotion

ADVERTISING AGENCY

McCann-Erickson, New York—all products—Richard J. Farricker, management service director; A. B. Goodshall, service group head; J. A. Powers and G. J. Fiedler, account executives, service station products; C. J. Smith, R. E. Williams and J. M. Donovan, account executives, sales promotion; Paul P. Haynie, account executive, Esso Research campaign, heating and oil burners; Paul E. Funk, account director, industrial and trade; A. C. Eslinger and T. J. Child, account executives, industrial and trade; J. B. Beresford, management service director, household specialties and insecticides; George Norris, account director; L. D. Sage, account executive.

HUMBLE OIL & REFINING
Houston

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 500,000	$ 308,528
Outdoor	500,000	232,533
Spot Television	500,000	179,760
Spot Radio	300,000	——
Total Measured	1,800,000	720,821
Total Unmeasured	2,200,000	5,279,179
Estimated Total Expenditure	4,000,000	6,000,000

MARKETING PERSONNEL

Harry W. Ferguson, vp in charge of marketing and manufacturing
R. H. Venn, general manager of marketing
Choycex Allison, assistant general manager, marketing
Paul Edge, manager of retail sales
George Wilmoth, manager of direct sales

Advertising

G. A. Mabry, manager, public relations and advertising
A. B. Penny, assistant manager, public relations and advertising
S. K. Britt, manager of product advertising

ADVERTISING AGENCY

McCann-Erickson, Houston—all products—Joseph P. Wilkinson, account executive.

CARTER OIL CO.
Tulsa

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 224,000	$ 174,638
Spot Television	317,300	78,290
Outdoor	159,700	54,000
Magazines	10,000	——
Total Measured	711,000	306,928
Total Unmeasured	279,800	493,072
Estimated Total Expenditure	990,800	800,000

MARKETING PERSONNEL

J. F. Fleming, operations manager
C. D. Hill, manager of marketing
G. T. Phipps, assistant manager, marketing

Sales

C. B. Yantis, sales manager
S. M. Whitehill, division sales manager, Denver
W. K. Randall, division sales manager, Seattle
Oneal Callahan, Billings Division, sales manager

Advertising

F. VanIderstine, advertising manager

ADVERTISING AGENCY

McCann-Erickson, Chicago—all products—Foster L. Wick, account executive. Dale Wright, assistant account executive.

Sterling Drug Inc.

Sterling Drug Inc., New York, the 25th largest national advertiser, invested an estimated $25,000,000 in advertising in 1958, of which $19,957,981 was in measured media. This compares with 1957 expenditures estimated at $23,000,000, including $18,788,622 in measured media.

In 1958 Sterling revised its accounting setup for reporting sales and earnings figures by eliminating accounts of its South American operations. This was done because of "persistent instability of exchange and drastic currency devaluations in South America." To place 1957 and 1958 on a more comparable basis, the company revised sales and earnings figures for 1957. Before revision, Sterling reported consolidated sales for 1957—including South American operations—of $198,703,366. Net earnings in 1957 were reported at $18,814,704.

Consolidated net sales in 1958—excluding South American accounts—were $197,789,000, against revised 1957 sales of $184,079,000. Net income in 1958 amounted to $19,148,880, against a revised 1957 figure of $17,837,005. Total sales, including those of non-consolidated subsidiaries, amounted to $215,844,000, up from $203,478,000 reported in 1957.

For the 1st half of 1959, Sterling reported sales of $102,839,941, a 5.3% gain over sales in the first half of 1958. Net profits for the six month period ended June 30 were $9,508,962, up 15.3% over $8,249,587 for the like period the preceding year.

■ For the first time, Sterling in 1958 reported dollar volume for its pharmaceutical specialties and proprietary products. A volume breakdown on the company's other consumer and industrial products was also reported for the first time. Of the $215,844,000 in total sales, proprietary products advertised to the public accounted for $96,807,000; pharmaceutical specialties available only to medical and dental professions accounted for $70,977,000; other consumer products, $23,286,000; and industrial products, $24,774,000.

Sterling's principal consumer division is Glenbrook Laboratories, maker of a line of packaged medicines and household products, including Bayer Aspirin and Nasal Spray; Fletcher's Castoria; Phillip's Milk of Magnesia and toothpaste; Haley's M-O; Dr. Lyon's dentifrices; Double Danderine; Ironized Yeast; Energine cleaning and lighter fluids; Z.B.T. baby powder; Fizrin instant seltzer and other products.

■ No. 1 product in the Sterling stable—and probably the biggest selling drug product in the U. S.—is Bayer Aspirin, which continued in 1958 as undisputed leader in the headache remedy field, despite strong competition from heavily advertised challengers such as Bufferin and Anacin. According to the 1959 Consolidated Consumer Analysis, Bayer aspirin was first in 20 of 21 major markets. Sales of a companion product, Bayer Nasal Spray, were reportedly "spotty" in its first full year of national promotion. This product was introduced late in 1957. Phillip's Milk of Magnesia, Sterling's other big seller, placed about fifth among stomach distress remedies in 1958.

Sterling's other major divisions are the Hilton-Davis Chemical Co., the Sterling Winthrop Research Institute and Winthrop Laboratories.

■ The Hilton-Davis Chemical Co., Cincinnati, O., turns out flushed colors for the printing ink industry; pigments for paints and lacquers; varnishes and compounds; optical brighteners for detergents and textiles; pharmaceutical and dyestuff intermediates; and textile dyes and pigments.

The Sterling-Winthrop Research Institute, Rensselaer, N. Y., is the principal research arm of the company and acts as coordinator and clearing house for independent research activities of other divisions and subsidiaries of Sterling. During the year Sterling-Winthrop developed Trithiadol, a new drug additive to poultry feed, and Trancopal, a drug used to treat muscular spasm.

Winthrop Laboratories, New York, a world leader in the field of anti-malarials, markets a wide line of pharmaceutical specialties which are administered or prescribed by the medical and dental professions. In 1958 Sterling reported that sales of pharmaceutical specialties were at record levels and represented 42.3% of total sales of medicinal preparations, including those advertised and marketed to the general public.

■ Sterling broadened its operations in 1958 with the acquisition of Dorn & Mitchell Laboratories Inc., Opelika, Ala., maker of a line of medicinal preparations for the poultry industry. In January, 1959, Sterling added Delaware Poultry Laboratories Inc., Millsboro, Del., and in September, 1958, acquired House of Huston Inc., maker of a line of household pet products. In October, 1958, Sterling sold the John Puhl Products Co., which made a line of household cleaning agents.

In addition to companies acquired during 1958, Sterling's domestic subsidiaries include American Ferment Co., maker of caroid and bile salts; George A. Breon & Co., which makes a line of pharmaceutical specialties; Cook-Waite Laboratories Inc., maker of dental anesthetics; D-Con Co., maker of rodenticides; Salvo Chemical Corp., a leading producer of vanillin and food flavorings; and Sterwin Chemicals Inc., maker of vitamins, food colors and germicides. Sterling also has 20 major subsidiaries operating in 28 foreign countries. In 22 of these countries it maintains 31 plants which produce, for the most part, the same pharmaceuticals, packaged medicines and household and toiletries made and sold in the U. S.

■ Since Glenbrook Laboratories is the principal consumer division of Sterling, it probably accounted for at least 80% of total dollars spent in consumer advertising during 1958, AA estimates.

Sterling spent nearly 50% of its total measured expenditure in network television during 1958, funneling $9,919,859 of a measured expenditure of $19,957,981 into the medium. This compares with 1957 network spending of $4,711,351. Spot television spending in 1958 was $3,645,220, less than half the 1957 spot tv expenditure of $8,635,890.

Sterling's network television money went for three nighttime network shows, "Perry Mason" on CBS and "Restless Gun" and "Saber of London" over NBC. Daytime shows—via NBC—included "True Story," "Detective's Diary," "Price is Right," "Treasure Hunt," "Today is Ours," and "County Fair." On CBS, daytime television by Sterling included "Edge of Night," "As the World Turns," and "The Verdict is Yours."

■ Sterling's $3,645,220 expenditure in spot television broke down this way: Bayer Aspirin, $894,890 (as against $3,005,670 in 1957); Bayer Aspirin for children, $28,700; Bayer Nasal Spray, $2,790; Dr. Caldwell's laxative, $174,170; Dr. Lyon's dentifrices, $72,010; Energine lighter fluid, $28,700; Fizrin instant seltzer, $1,109,400; Fletcher's Castoria, $604,920; Haley's M.O., $201,340; Instantine, $105,200; Pepsomar, $68,350, and Phillip's Milk of Magnesia, $331,030.

Other major expenditures: Bayer Aspirin for children, $54,735 in general magazines; Bayer Aspirin, $915,030 in magazines; Campho-Phenique Antiseptic, $71,774 in general magazines and $24,874 in farm publications; Fizrin Instant Seltzer, $194,275 in general magazines; Midol tablets, $95,835 in general magazines; Phillip's Milk of Magnesia, $520,711 in general magazines; and Z.B.T. baby powder, $161,121 in magazines.

In addition to network television and magazines, Sterling spent $1,600,000 in spot radio and $2,329,208 in newspapers. Major expenditures in newspapers went this way: Bayer Aspirin, $460,264; Bayer Nasal Spray, $128,227; Campho-Phenique, $136,817; D-Con, $52,795; Fleecy White, $201,888; Midol, $205,090; Molle Shaving Cream, $211,051; Phillip's Milk of Magnesia, $377,699 and Z.B.T. baby powder, $288,791.

Sterling's agency picture remained unchanged from 1957 except in August, 1959, when George A. Breon & Co. announced it was screening agencies to handle its line of ethical pharmaceutical specialties. Sudler & Hennessey previously handled the business.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,329,208	$ 2,423,801
Magazines	2,114,474	2,619,148
Farm Publications	44,220	150,432
Business Publications	305,000	248,000
Network Television	9,919,859	4,711,351
Spot Television	3,645,220	8,635,890
Spot Radio	1,600,000	——
Total Measured	19,957,981	18,788,622
Total Unmeasured	5,042,019	4,211,378
Estimated Total Expenditure	25,000,000	23,000,000

GLENBROOK LABORATORIES
New York

MARKETING PERSONNEL

Sales

J. N. Cooke, president
Stanley I. Clark, exec vp
A. J. Burns, vp, production, distribution and new product development
J. E. Grimm III, vp, sales

Advertising

F. M. Deakins, vp, product manager
R. E. Gray, vp, product manager
Glenn W. Johnston, vp, product manager
H. D. Nitchie, vp, product manager
R. L. Steenrod, vp, product manager

ADVERTISING AGENCIES

Compton Advertising Agency, New York—Fizrin Instant Seltzer, Instantine.

Dancer-Fitzgerald-Sample, New York—radio and tv only—Bayer Aspirin, Bayer Nasal Spray, Dr. Lyon's tooth powder, Energine products, Haley's M-O, Mulsified Coconut Oil Shampoo, Pepsamar, Phillips' products.

Thompson-Koch Co., New York—print only—Bayer Aspirin, Bayer Nasal Spray, Dr. Lyon's tooth powder, Energine products, Haley's M-O, Mulsified Coconut Oil Shampoo, Pepsamar, Phillips' products. Complete—Campho-Phenique, Double Danderine, Ironized Yeast, Midol, Molle Shave Creams, Jayne's Vermifuges.

Brown & Butcher, New York—Dr. Caldwell's Laxative, Fletcher's Castoria, Z.B.T. Baby Powder.

WINTHROP LABORATORIES
New York

MARKETING PERSONNEL

Charles B. McDermott, vp, sales and advertising
Walter J. Cook, coordinator, advertising, sales promotion and public relations
Norman F. Field, director of advertising

ADVERTISING AGENCIES

William Douglas McAdams Inc., New York—Isuprel, Levophed, Lotusate, Mebaral-Mebroin, Mucilose-Super, pHisoHex.

Cortez F. Enloe Inc., New York—Zephiran (complete); Trancopal (medical journals only).

Burdick & Becker Inc., New York—Pontocaine (complete); Creamalin (medical journals only).

Harry C. Phibbs Advertising Co., Chicago—balance of Winthrop line (medical journals only).

Thompson-Koch Co., New York—Winthrop line (drug publications only).

AMERICAN FERMENT CO.
New York

MARKETING PERSONNEL

J. M. Hawkins, president
C. C. Wood, vp, sales

ADVERTISING AGENCY

Cortez F. Enloe Inc., New York—Caroid and Bile Salts, Astring-O-Sol, Al Caroid, Caroid dental powder.

GEORGE A. BREON & CO.
New York

MARKETING PERSONNEL

Frederick O. S. Spencer, president
Charles L. Czermak, vp in charge of sales

Advertising

Fred W. Madsen, advertising manager

ADVERTISING AGENCIES

Thompson-Koch Co., New York—homemaker products division, including Diaparene line for infant and geriatric skin care.

COOK-WAITE LABORATORIES INC.
New York

MARKETING PERSONNEL

Vernon W. Rooke Jr., president
Max Hickman, general sales manager

Advertising

Dudley E. Latham, advertising manager

ADVERTISING AGENCIES

Davies, Mitchell & Voorhies Inc., New York—Ravocaine-Novocain-Cobefrin-Topical anesthetics, disinfectant solutions.

Lee Ramsdell & Co., Philadelphia—Carpule disposable needles.

THE D-CON CO.
New York

MARKETING PERSONNEL

Frank A. Corbet, president
Victor E. Moore, vp, director of sales

Advertising

Walter C. Camas, advertising manager

ADVERTISING AGENCY

Thompson-Koch Co., New York—all D-Con products.

HOUSE OF HUSTON INC.
New York

MARKETING PERSONNEL

John D. Horn, president
Frank J. Schott, sales promotion manager

ADVERTISING AGENCIES

Thompson-Koch Co., New York—Little Pal pet care products and pet shops.

Dancer-Fitzgerald-Sample—tv only—Finer Dinner parakeet seed, Sunday Shower dog cleanser.

STERWIN CHEMICALS INC

MARKETING PERSONNEL

Robert S. Whiteside, president
William X. Clark, vp in charge of sales
Dr. R. C. Sherwood, vp and technical director

ADVERTISING AGENCIES

Thompson-Koch Co., New York—all products.

Sun Oil Co.

Sun Oil Co., Philadelphia, the nation's 80th largest advertiser, invested an estimated $9,138,000 in advertising in 1958, including $6,120,492 in measured media. In 1957, Sun spent $6,742,000, including $3,009,264 in measured media.

Measured media figures (given at the end of this profile), which were obtained from various statistical bureaus and associations, differ from measured media expenditure figures provided by Sun Oil Co. itself. The differences are traceable, in part, to variations in what costs are included in different advertising categories. Sun Oil also supplies figures for network radio, which were not included in AA's measured media listings.

■ Sun Oil revenues in 1958 amounted to $724,032,000 and its net was $32,061,000, or $2.73 a common share. In 1957, revenues were $778,719,000, while the net was $47,492,000, or $4.17 a share. Sun sold 49,814,000 bbls. of gasoline last year and 50,184,000 bbls. in 1957. Sales and other operating revenue for the first quarter of 1959 came to $202,344,000—an advance of 21% over the same quarter in 1958. Net income was $11,227,000, a gain of 82%.

Sun, which ranks among American oil companies anywhere from 10th to 14th in assets, gross operating revenue, net profit, net crude production and refinery crude runs, is the fifth largest U. S. producer of lubricating oils. Sunoco brand products are sold in most principal countries in the free world. About 9,100 retail outlets sell Custom Blended Blue Sunoco motor fuels, Sunoco motor oils and other automotive products in the U. S. and Canada. In the

U. S., 8,300 stations are located in a 21-state area (New England, Middle Atlantic and some North Central and Southern states). The other 800 stations are in Ontario and Quebec.

■ Last fall, Sun Oil reported, its outdoor advertising spoke in 48 languages to 800,000,000 people throughout the free world. The posters are placed by the 50 independent Sun Oil distributors and the three subsidiaries (British, Belgian and Netherlands Sun Oil. Outdoor ads mostly promote Sun motor lubricants, rubber processing, cutting, electrical and refrigerating oils and petrochemicals.

In May, 1958, Sun Oil announced that it had increased its annual advertising budget by $1,000,000 to promote its new custom blending system, which permits six different octane blends to be supplied from one gasoline pump. The company completed installation of its custom blending pumps at its service stations in June, 1958 Willard W. Wright, marketing vp, reported last February that in the second half of 1958 Sunoco's gas sales "increased at a rate about twice that for the industry as a whole."

He added that the company's service stations were "attracting a higher percentage of newer, high compression cars than competitive stations."

About three-fourths of all sales, he said, were for Blue Sunoco 200, a 94-octane fuel. Sales of higher blends gradually decreased in percentage of the total as octane quality goes up, he said. The top blend is 102 octane.

■ Late in December, 1957, Sun Oil revised its agency setup, naming William Esty Co., which got more than 75% of the company's billings. Erwin Wasey, Ruthrauff & Ryan was retained by Sun to handle its industrial products. The Sun switch to Esty from EWRR grew out of a "severe reappraisal" of the advertiser's relationship with EWRR. Sun said that, in naming Esty, its aim was to improve its advertising because of a pending big new promotion of the custom blending gas pump (the $1,000,000 addition to its ad budget mentioned earlier).

Then, in February, 1958, the company named William M. Schmitt, formerly assistant general manager of the motor products department, to succeed Mr. Case. William B. Daub, who had been assistant advertising manager of industrial products, was simultaneously named advertising manager of industrial products. Palmer McKay, previously assistant advertising manager of motor products, was appointed advertising manager for motor products.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$2,232,172	$1,988,756
Business Publications	230,000	230,000
Spot Television	1,769,580	80,060
Spot Radio	730,000	——
Outdoor	98,508	556,740
Total Measured	$5,060,270	$2,855,556
Estimated Total Unmeasured	$4,077,740	$3,732,736
Total Expenditure	$9,138,000*	$6,742,000**

***Sun Oil arrives at this total as follows: $2,436,000 in newspapers; $311,000 in business publications; $180,000 in outdoor and $602,000 in network radio (not measured by outside organizations last year). This gives a measured total of $3,529,000. To this sum, Sun adds $5,609,000 for unmeasured media (including unspecified amounts for radio and tv spots and half-hour dramatic tv shows in local markets). In the 1958 column, above, AA includes spot tv and spot radio since they were measured for Sun in '58).**

****In supplying this 1957 total (when the company did not appear among the 100 leading national advertisers), Sun reported $3,645,000 spent in measured media and $3,097,000 in unmeasured. It reported putting $2,121,000 into newspapers; $318,000 into business publications; $622,000 into network radio and $584,000 into outdoor, for a total of $3,645,000).**

MARKETING PERSONNEL

Willard W. Wright, vp in charge of marketing
Thomas S. Horrocks, general sales manager

ADVERTISING PERSONNEL

William M. Schmitt, general manager, advertising department
William B. Daub, advertising manager, industrial products
Palmer D. McKay, advertising manager, motor products

Public Relations

Franklyn Waltman, director of public relations

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan—industrial products—Frank Creden, account executive.

William Esty Co.—motor products—Lloyd Delaney, account executive.

Swift & Co.

Swift & Co., Chicago, is the nation's 53rd largest advertiser. Its advertising expenditures in 1958 were estimated by ADVERTISING AGE at $15,000,000, of which $7,387,508 was in measured media. This was the second year in succession that the meat packing giant has drastically slashed its advertising budget. Swift invested an estimated $20,000,000 in advertising in 1957, of which $9,715,258 was in measured media. In 1956, the company invested an estimated $26,000,000 in advertising.

The world's largest meat packer experienced a paradoxical year in 1958. It rang up record sales of $2.64 billion for the 53-week fiscal year—up 4% over sales of $2.54 billion in 1957. On the other hand, Swift's net earnings slumped to $10,048,000, the poorest earnings year for the company since 1938. Net earnings in 1957 amounted to $13,538,000. Earnings have decreased each year since 1955. Earnings per share last year were $1.70 as compared with $2.29 in 1957.

■ The semi-annual report for the

How advertisers of
DRUGS & REMEDIES,
TOILETRIES & TOILET GOODS
rank national magazines
(Jan.-June, 1959)

TOILETRIES & TOILET GOODS

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$3,475,592
2.	Ladies' Home Journal	3,341,369
3.	McCall's	1,804,208
4.	Saturday Evening Post	1,700,951
5.	Good Housekeeping	1,481,473

DRUGS AND REMEDIES

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$2,115,138
2.	Saturday Evening Post	1,692,403
3.	Look	1,094,980
4.	Ladies' Home Journal	1,063,286
5.	Good Housekeeping	795,422

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Source: P.I.B. (gross figures).

first six months of 1959 showed a sharp increase in net earnings. They amounted to $6,770,342 or $1.14 a share, as compared with net earnings for the first half of 1958 of $2,516,153, or 43¢ a share. Sales for the first half this year amounted to $1.29 billion, as compared with $1.25 billion for 1958. Interim statements, however, are misleading in the meat packing field and not necessarily indicative of a rate of return for the full year, because of the seasonal nature of operations.

In its battle against shrinking profits, Swift continued its stringent belt-tightening policies last year as it did in 1957. The company closed meat packing plants in Jersey City, N. J., and Springfield, Mass. It also shut down three processing departments in its Chicago plant, and closed three dairy and poultry plants, one ice cream plant and 12 sales units last year.

On the other hand, Swift opened a modern meat packing plant at Wilson, N. C., early this year. The packer also opened two new poultry plants and two new sales units last year.

■ On the advertising front, Swift continued to trim its ad budget. Network television received the largest slash with Swift investing $2,241,775 less in this medium in 1958 than it did in 1957. The company also decreased its ad dollars in outdoor, magazines and farm publications, but increased its investments in newspapers, spot tv and business publications.

Along the new product front, Swift introduced Duet, a new premium-priced margarine, in Seattle, Tacoma, Denver, Cleveland and Syracuse early this year. In May of this year, the company began marketing Candlelight Entree frozen dinners (four varieties) in nine major markets. Last year, Swift started test marketing Brown 'n Serve sausage patties, and Porkettes, Beefettes and Vealettes (chopped and formed meat products).

■ Last October, the company established a new grocery division, which will promote sales of all shelf items such as canned meats, margarines, fertilizers, baby foods, shortenings, peanut butters and greases. Key personnel in the new sales unit include J. B. Miller, vp; M. M. Crawford, sales manager, and William Nicol, merchandising manager.

J. P. Jurgatis, vp, who was in charge of sales for canned foods, table-ready meats and sausage, and Pard dog food, died last year. His divisions were assigned to other executives.

The company named Nielsen Coupon Clearing House as its redemption agent for all Swift coupons issued throughout the U. S. And last fall, Swift moved advertising for Iowa Packing Co., Des Moines, a subsidiary, from J. M. Hickerson Inc., Des Moines, to Shelton R. Houx Advertising, Des Moines.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,097,736	$ 1,754,464
Magazines	815,601	1,214,442
Farm Publications	118,488	230,784
Business Publications	92,900	75,000
Network Television	2,953,650	5,196,425
Spot Television	1,209,590	512,760
Outdoor	99,543	731,383
Total Measured	7,387,508	9,715,258
Total Unmeasured	7,612,492	10,284,742
Estimated Total Expenditure	15,000,000	20,000,000

PARENT COMPANY

MARKETING PERSONNEL
(All located in Chicago)

Sales

- H. E. Wilson, vp consumer packaged frozen foods, sales planning advertising and merchandising services
- George H. Swift Jr., vp, beef, lamb and veal, hides and skins, wool
- C. T. Prindeville, director and vp, plant food, agricultural chemicals, animal feeds
- P. E. Petty, director and vp, provision (pork products), casings, export
- W. P. Ayers, director and vp, dairy & poultry, ice cream, table ready meats
- J. B. Miller, vp, margarine, refinery products, canned foods, Pard dog food, grocery division
- E. A. Moss, vp, adhesives, by-products, industrial oils, soaps and detergents, tallow, transportation
- F. J. Townley, vp, all general sales for Swift and associated plants

Advertising

Ray Weber, general advertising manager

ADVERTISING AGENCIES

McCann-Erickson, Chicago—agricultural research, canned meats, casings, dairy & poultry, franks & sausage, fresh meats, ham & bacon, home economics, hotel, restaurant and institutional sales, ice cream, industrial and public relations advertising, meats for babies, packaged frozen meats, table-ready meats and trade relations—W. R. Kinnaird, account supervisor; Willard C. Avery Jr., account executive (meats for babies, canned meats); Clyde W. Nelson, account executive (packaged frozen meats); Merrill Gregory, account executive (agricultural research, trade relations, casings, hotel and restaurant sales); Helen Wolcott, account executive (home economics); Walter C. Krause, group head (fresh meats); K. Wade Chapman, group head (table-ready meats, ham & bacon, franks & sausage); Harold G. Fuess, account executive (ham & bacon, franks & sausage); George Walthius, account executive (dairy & poultry, ice cream).

Leo Burnett Co., Chicago—Allsweet margarine, Vigoro and End-O-Products (weed control), Duet margarine—Robert G. Everett, account supervisor; Alan Winthrop, account executive (Vigoro and End-O-Products); Doug Burch, account executive (Allsweet); Gil Mickels, account executive (Duet).

Russell T. Gray Inc., Chicago—adhesives, glues, gelatins, industrial oils, soaps, storage and phosphates—W. E. Morton, account supervisor; Al Hurd, account executive.

Dancer-Fitzgerald-Sample, Chicago—Pard dog food and Pard Crunchers, Swift'ning, Jewel shortening and salad oil and commercial shortening—F. Sewall Gardner, account supervisor; A. E. Staley III, Ray Dau and Tom Denton, account executives.

Bert S. Gittins Advertising, Milwaukee—agricultural chemicals, farm feeds and hatcheries—Gerald Seaman, account supervisor; James Boan, account manager (agricultural chemicals); Robert Rice, account manager (farm feeds), and Fred Phillips, account manager (hatcheries).

ARMSTRONG PACKING CO.

Ft. Worth

MARKETING PERSONNEL

E. H. Cramsie, manager
J. C. Farrell, sales manager

ADVERTISING AGENCY

Jack T. Holmes & Associates, Ft. Worth, Tex.

CORKRAN, HILL & CO.

Baltimore

MARKETING PERSONNEL

E. C. Sedberry, manager
C. H. Bowman, city sales manager
H. J. Firebaugh, plant sales manager

ADVERTISING AGENCY

H. W. Buddemeier Co., Baltimore—all advertising—H. W. Buddemeier, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Spot Television	$ 31,980	$ 34,230
Newspapers	———	17,667
Total Measured	31,980	51,897

DERBY FOODS INC.

Chicago

MARKETING PERSONNEL

A. O. Lane, manager
A. C. Frahm, general sales manager

ADVERTISING AGENCY

McCann-Erickson, Chicago—canned meats, Peter Pan peanut butter—John Kinsella, account supervisor; Joseph Doherty, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Network Television	$ 1,500,000	$ 1,221,890
Newspapers	223,287	55,626
Total Measured	1,723,287	1,179,525

IOWA PACKING CO.

Des Moines

MARKETING PERSONNEL

J. R. Zeis, manager
W. A. Thorsen, city sales manager
L. H. Jordan, plant sales manager

ADVERTISING AGENCY

Shelton R. Houx Advertising, Des Moines—all advertising—Shelton R. Houx, account executive.

V. W. JOYNER & CO.

Smithfield, Va.

MARKETING PERSONNEL

E. C. Sedberry, general manager
R. L. Hermann, local manager

ADVERTISING AGENCY

H. W. Buddemeier Co., Baltimore—all advertising—H. W. Buddemeier, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 276	$ 1,222
Magazines	3,120	2,069
Total Measured	3,396	3,291

A. C. LAWRENCE LEATHER CO.

Peabody, Mass.

MARKETING PERSONNEL

S. N. Nectow, president

ADVERTISING AGENCY

James Thomas Chirurg Co., Boston—all advertising—W. L. Shepardson, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Magazines	$ 8,000	$ 7,500
Total Measured	8,000	7,500

NEUHOFF PACKING CO.

Nashville

MARKETING PERSONNEL

W. V. Wahmann, manager
D. M. McBride, plant and city sales manager
L. S. Langley, city sales manager

ADVERTISING AGENCY

Doyne Advertising Agency, Nashville—all advertising—George W. Doyne, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Spot Television	$ 179,420	$ 192,250
Newspapers	26,483	———
Total Measured	205,903	192,250

PLANKINTON PACKING CO.

Milwaukee

MARKETING PERSONNEL

I. E. Ericson, manager
E. J. Belz, city sales manager
P. H. Beele, plant sales manager

ADVERTISING AGENCY

Bert S. Gittins Advertising Inc., Milwaukee—all advertising—Joseph P. Kenney, account executive.

ST. LOUIS INDEPENDENT PACKING CO.

St. Louis

MARKETING PERSONNEL

S. M. Weir, manager
E. Goodwin, advertising manager
I. C. Karch, city sales manager
L. T. McKeehan, plant sales manager

ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all advertising—Jack L. Helm Jr., account executive.

SPERRY & BARNES CO.

New Haven, Conn.

MARKETING PERSONNEL

R. D. Halcomb, manager
L. R. Bowman, sales manager

ADVERTISING AGENCY

Hoag & Provandie Inc., Boston—all advertising—Paul H. Provandie, account executive.

JOHN P. SQUIRE CO.

E. Cambridge, Mass.

MARKETING PERSONNEL

J. H. Irish, manager

ADVERTISING AGENCY

Hoag & Provandie Inc., Boston—all advertising—Paul H. Provandie, account executive.

VAN WAGENEN & SCHICKHAUS CO.

Kearny, N. J.

MARKETING PERSONNEL

Ray J. Kellogg, manager
D. J. Shine, sales manager
S. C. Space, service sales manager

ADVERTISING AGENCY

Aitkin-Kynett Co., Philadelphia—all advertising—G. B. Barnard, account executive.

WHITE PROVISION CO.

Atlanta

MARKETING PERSONNEL

O. C. Yeakley, manager
J. A. Scott, plant sales manager
W. W. Lowry, city sales manager

ADVERTISING AGENCY

Lowe & Stevens, Atlanta—all advertising—Jules C. Gerding, account executive.

Texaco Inc.

Texaco Inc., previously known as the Texas Co., New York, ranked 43rd among the top 100 national advertisers by investing $18,186,095 in all advertising and sales promotion in 1958, compared with $17,854,672 in 1957. Included in the 1958 figure was $9,552,978 in measured media, compared with $6,792,095 in 1957.

Measured media figures, which were obtained from various statistical bureaus and associations, differ from expenditure figures made available by Texaco itself. The differences stem, in part, from variations in what costs are included in an advertising category. For example, Texaco itself lists an expenditure of $692,090 in network television, a figure that includes production and talent costs. The figure provided by the Television Bureau of Advertising is $200,621, but this includes only time costs. Texaco also gives figures for network radio, local radio and spot radio and spot tv, which have not been included in AA's measured media listings.

■ After setting seven consecutive earnings records, Texaco's net in 1958 dipped to $310,167,805—or $5.31 a share. The 1957 figure was $332,303,644, or $5.94 a share. Sales in 1958 amounted to $2,327,938,837 compared with $2,344,176,856 in 1957. "The effects of the general recession in business ... were felt in the petroleum business," said the company's annual report. And consumption of petroleum products last year "did not increase to the extent expected." Nevertheless, earnings were Texaco's second best in history.

Pointing out that "the increase in sales of our products in the U. S. was in excess of the increase in domestic demand," the company cited excessive inventories, lower demand than anticipated, and the decline in general business activity during the first part of 1958 for "intensified competition" and a decline in prices of principal products.

At the end of the 1959 first quarter, Texaco reported record earnings. Its net was $91,220,181, or $1.56 a share, which was the second highest of any quarter in company history. In the first quarter of 1958, the net was $70,003,000, or $1.25 a share.

■ Texaco said it put the "largest advertising and sales promotion campaigns in the company's history" behind its sales representatives and 47,000 Texaco dealers in the western hemisphere last year. Included in this effort was the sponsorship—for the 19th straight year—of the radio broadcasts of the Metropolitan Opera.

Other Texaco promotions last year included an eight-page auto travel guide inserted in a color spread in *Look*; a Fourth of July weekend radio campaign combining 20 one-minute spots in each of 75 to 100 markets and 32 network participations on NBC's "Monitor." It also pushed its "safe-t check-up" drive with a four-week spot radio and tv campaign in over 80 markets and sponsored a "Swing Into Spring" spectacular on NBC-TV featuring Benny Goodman and his orchestra.

Texaco announced in March, 1959, that it was building its entire spring promotion around Goodman and his band for the second straight year. On the day following the spectacular, the company planned to launch a radio and tv spot campaign involving 70,000 spots in more than 100 markets. The promotion also involved a three-page ad with a half-page vertical flap in *The Saturday Evening Post*. The "Swing Into Spring" operation offered a Benny Goodman record at 50¢ with a coupon picked up at a Texaco dealer.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 656,463	$ 919,242
Magazines	1,927,524	1,438,994
Farm Publications	304,355	232,900
Business Publications	592,400	457,000
Network Television	200,621	233,149
Spot Television	1,660,400	1,992,030
Outdoor	1,611,215	1,518,789
Spot Radio	2,600,000	———
Total Measured	$ 9,552,978	$ 6,792,095
Total Unmeasured	8,633,117	**11,062,577
Estimated Total Expenditure	*$18,186,095	$17,854,672

***Texaco arrives at this total as follows: $519,985 in newspapers; $2,080,591 in magazines; $317,819 in farm and $689,935 in business publications; $692,090 in network tv; $1,193,273 in network radio; $1,593,121 in outdoor; $614,731 in local radio (news and sports); and $3,390,713 in spot radio and tv, for a total measured expenditure of $11,092,258. To this is added $7,093,837 in unmeasured media, including sales promotion.**

****Includes $1,153,268 in network radio; $1,059,861 in local radio and $1,756,576 in spot radio (not measured in 1957), plus production, talent and other "commercial" costs.**

MARKETING PERSONNEL

- S. C. Bertlett, vp in charge of domestic sales
- C. H. Dodson, general sales manager
- J. M. Doss, assistant general sales manager (merchandising)
- R. W. Debnam, assistant general sales manager (wholesale)
- J. A. Winger, manager (operations)
- C. H. Brown, manager (national sales division)

Advertising

- Ben Halsell, director of advertising and sales promotion
- J. M. Gregory, sales promotion manager

Public Relations

T. D. Durrance, director

ADVERTISING AGENCIES

Cunningham & Walsh—all consumer advertising and coordination of all advertising (except industrial products) in all media—William W. Mulvey, account supervisor.

G. M. Basford Co.—industrial advertising—Ken Thompson, account supervisor.

Texize Chemicals Inc.

Texize Chemicals Inc., Greenville, S.C., marketer of household cleaning and laundry products, textile sizing compounds and industrial sanitation and maintenance products, is a newcomer to the ranks of top advertisers. Only 14 years old, the company is the nation's 100th largest advertiser.

ADVERTISING AGE estimates Texize last year spent $5,000,000 in advertising, including $4,704,170 in measured media—mostly spot tv. This was an enormous gain over the company's 1957 expenditure, estimated at $900,000, including $676,140 in measured media.

Texize sales in 1958 totaled $10,245,204, a gain of more than 100% over 1957 sales of $5,004,414. Net income in 1958 was $309,050, equal to $3.73 per common share on 82,842 shares, compared with $151,060 in 1957, equal to $2.84 per common share on 53,158 shares.

■ The company was started in 1946 by W. J. Greer, who today is still the company's president, treasurer, and chief executive officer. At that time it was engaged in supplying sizing and plant maintenance cleaning agents for the textile industry. Texize continues this line and is the third largest supplier of textile sizing in the United States.

But by 1947, one of the company's cleaning agents, a liquid detergent all-purpose cleaner, had created a consumer demand that gave birth in 1947 to the company's consumer products division, which now constitutes the lion's share of Texize sales volume.

At present this division markets an all-purpose cleaner (in two scents: pine oil and spring scent), floor cleaner, liquid dish detergent with lanolin, pine oil disinfectant, dry bleach, liquid bleach, regular liquid laundry starch, transparent liquid starch and plastic liquid starch. All of these are marketed under the Texize name.

■ In addition, the company manufactures some private label and controlled brand products.

The company also has a new liquid detergent for dish washing now being tested in parts of Texas and in Oklahoma, Virginia and the Omaha and Wichita markets. Named Texy, it's the first Texize consumer product to use neither the Texize nor Tru-Way name.

The company's original market was upper South Carolina, North Carolina and Georgia. Distribution, however, was expanded over the years to include all of the Southeast and later the Southwest. Within the past year Texize has expanded into the Midwest—into Missouri, Kansas, Iowa, Nebraska, parts of South Dakota and in other markets west to Denver. Last spring the Texize line was also introduced into the Washington-Baltimore market. In the summer Louisville and Lexington, Ky., also were included.

This recent expansion—which occasioned the heavy spot tv outlay by Texize—has made the Texize line available to about 40% of the U.S. population.

The Texize advertising picture is almost entirely one of spot tv spending on Texize household cleaner. Measured spot tv spending on this product last year amounted to $3,619,020. Texize detergent got another $845,000, Texize starch got $147,280 and the pine oil got $92,870. A very small —and unmeasured—amount is also spent in newspapers and radio in selected markets. The amount of money the company spends in unmeasured media is understood to be "infinitesimal."

■ Texize's 100% sales gain in 1958 is impressive because 1958 was a year that saw Procter & Gamble's Mr. Clean, among other competitors, enter Texize's market. Texize household cleaner is believed to be the top seller in its southeast and southwest markets. Because 1959 is the first year in which Mr. Clean's venture in the South will really be felt, it will take another year to demonstrate Texize's capacity to withstand competition from a giant the size of P&G.

The answer for the first five months, at any rate, seems to be that it not only can hold ground, but can gain it, too. The company's gross sales for the six months ended last May 2 totaled $8,024,000—125.9% ahead of the previous first half, when sales totaled $3,551,000.

The heavy spot tv effort that has helped Texize achieve these sales recently took first prize in the spot tv category of the National Advertising Agency Network 21st annual ad competition. Henderson Advertising, Greenville, S.C., the Texize agency ever since the company began advertising, is a member of the network.

■ The company has two other divisions—the textile products division, which markets textile sizing and other products for the textile industry, and the industrial products division, which markets maintenance and sanitation products for commercial buildings and institutions, supplying federal government, military and civilian industry needs. Both these divisions rely primarily on personal sales effort and direct mail and do very little advertising.

The textile products division, which last year hiked sales 27% despite a general business decline in the textile industry, will soon become an even greater factor with the textile industry as a result of a new agreement between Texize and Monsanto Chemical Co. Texize will make and sell a Monsanto scouring and fulling agent for use in woolen mills, and will eventually serve as the sales agent for other Monsanto products.

ADVERTISING EXPENDITURES

	1958	1957
Spot Television	$ 4,704,170	$ 676,140
Total Measured	4,704,170	676,140
Estimated Unmeasured	295,830	223,860
Estimated Total Expenditure	5,000,000	900,000

MARKETING PERSONNEL

E. H. Kitteredge Jr., exec vp
H. H. McGee, vp in charge of customer relations
B. J. Dodson, assistant manager of consumer products division
T. E. Chantron, director of advertising and packaging
J. W. Herring, manager of market research and product planning
T. L. Waters, consumer products sales manager
W. N. Kline Jr., vp in charge of textile products division
T. D. Greer, manager of industrial products division

ADVERTISING AGENCY

Henderson Advertising Agency, Greenville, S. C.—all products—account supervisor: H. K. McIntyre. Account executives: P. M. Soutter (Texize cleaner, Texize floor cleaner, Texize pine oil disinfectant), J. B. Majette Jr. (Texize detergent for dishes, Texize bleach, Texize starches) and T. Don Lewis (merchandising)

Union Carbide Corp.

Union Carbide Corp., New York, the nation's 12th largest money earner, ranked as the 52nd largest advertiser in 1958 with an expenditure of $15,270,000, down almost $2,000,000 from the $17,000,000 spent in 1957. Measured media expenditures totaled $5,516,000, compared with $5,132,000 in 1957. The big cutback came in magazine advertising, which the company lopped almost in half.

Volume and profits declined in 1958, largely because of reduced sales of alloys and electrodes in the first half of the year. Sales totaled $1,296,532,373, compared with $1,395,032,817 in 1957; earnings fell from $133,740,818 to $124,936,845. The company has come back strongly this year. Sales and earnings in the first six months of 1959 were the highest in history—$760,146,000 and $90,442,617, respectively, against $588,905,000 and $49,901,375 for the similar 1958 period. In other words, 1959 earnings are running 80% ahead of last year.

■ Union Carbide, second only to Du Pont in the chemical industry, markets a voluminous line of products, largely for industrial uses. Among its major customers are the chemical, steel, petroleum, rubber and automotive industries. Chemicals accounted for 32% of sales in 1958, alloys and metals 19%, plastics 22%, gases 15% and carbon products 12%.

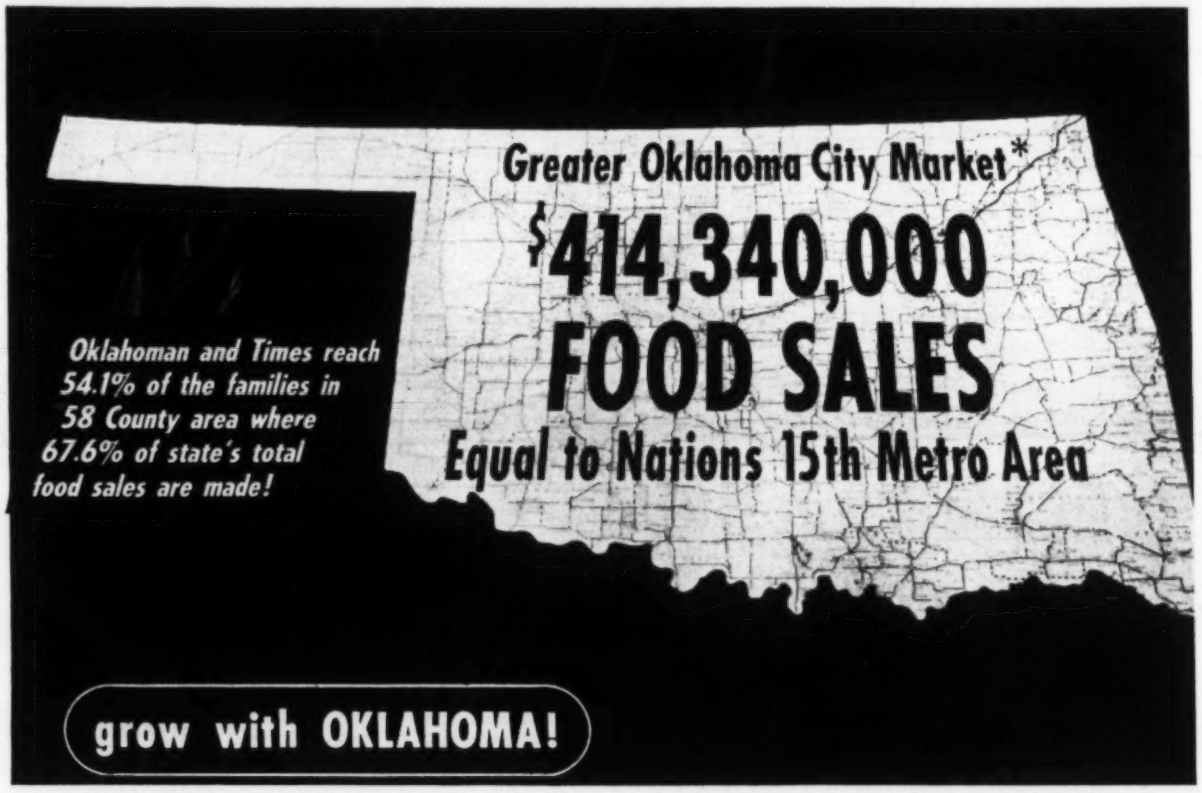
The company has been bringing forth new products from its research laboratories at a prodigious rate. It now derives about a third of its sales and nearly half of its earnings from products and processes not available 15 years ago. In 1958, it spent $71,000,000, or 5% of sales, on research and development.

On the other hand, advertising expenditures represented less than 1.2% of sales, reflecting the small role consumer products play in the Carbide complex. The company does about 12% of its business in finished consumer products, although these are the products which account for perhaps two-thirds of the ad budget.

■ National Carbon Co. is the principal consumer marketing arm of Union Carbide. It markets Prestone anti-freeze, Prestone automotive specialty products, Trek anti-freeze and the Eveready line of flashlights, batteries and garden chemicals. Six new products were added to the Prestone line in 1958, bringing the total to 17. These were a chrome cleaner, chrome protector, white sidewall tire cleaner, hydraulic brake fluid, autobody cleaner and rubbing compound. The Eveready line was augmented by a garden gun which dispenses chemicals in dust or liquid form.

Prestone anti-freeze, Carbide's No. 1 consumer product, enjoyed record sales in 1958, but its share of the anti-freeze market reportedly declined because of inroads made by oil station brands. However, Prestone and Du Pont's Zerex are still believed to account for more than half of anti-freeze sales, with Prestone holding a slight edge over the Du Pont brand. Carbide also does a big private brand anti-freeze business.

Eveready has long been the nation's leading seller of batteries and flashlights. National Carbon makes some 200 different kinds of


Greater Oklahoma City Market*
$414,340,000
FOOD SALES
Equal to Nations 15th Metro Area
Oklahoman and Times reach 54.1% of the families in 58 County area where 67.6% of state's total food sales are made!
grow with OKLAHOMA!

The Greater Oklahoma City market—the primary market delivered by the Oklahoman and Times—is a 58-county area of the state where 67.6% of the state's food sales are made.

Here the Oklahoman and Times daily combined circulation covers the equivalent of 54.1% of the families; Sunday circulation reaches 47.2% of the families. This is metropolitan-type coverage of a 58-county area, effective circulation that makes this area a market entity.

In this area, food sales in 1958 totaled $414,340,000. This makes the 58-county Greater Oklahoma City market equal to ranking in fifteenth place among metropolitan areas in food sales.

This volume represents a growth of 24.3% in food sales for this area since 1954.

Are your sales sharing in this growth? Plan for solid sales growth in Oklahoma with a strong advertising schedule in this market's "total selling" media—The Daily Oklahoman and Oklahoma City Times.

Sources: SRDS Consumer Market Data 1/1/59; 1954 Census of Business; and ABC Audit Report, Par. 13, 9/30/58.

FREE MARKET BOOK

Send for this
FREE
data book on the
OKLAHOMA CITY
MARKET
Just request on your company letterhead.

Circulation Is Growing, Too!

March 31, 1959, Publisher's Statement shows

total daily combined circulation 270,063 up 12,660

total Sunday circulation 242,783 up 5,572

compared with ABC Audit, 9/30/58

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co.
Represented by The Katz Agency

batteries, the latest being a miniature about the size of a shirt button. Eveready now has 12 products in its home garden line.

■ Carbide has another leading consumer item in its 6-12 insect repellent, marketed by Union Carbide Chemicals Co. The fur-like Dynel fiber is also marketed by this division.

Linde Co., another Carbide division, markets synthetic gems, as well as being a leader in industrial gases.

■ Prestone anti-freeze was again the company's most heavily promoted product. During the fall Carbide sponsored seven network television programs, including "World Series Special," "Playhouse 90," "The Perry Mason Show," "Sugarfoot," "Cheyenne," "NBC News" and "Jubilee U.S.A." Prestone was featured on all these shows, with occasional 30-second spots for Eveready flashlights and batteries.

Including talent and production costs, this tv commitment cost the company in the neighborhood of $3,000,000. In addition, Prestone got some $800,000 of spot radio support, plus another $600,000 in newspapers and magazines.

Some $500,000 went behind Eveready flashlights and batteries in newspapers and magazines.

As a major supplier to industry, Carbide is a heavy advertiser in business papers. It spent in excess of $1,500,000 in business paper advertising for the third year in a row.

■ The name of the old Bakelite Co. was changed during 1958 to Union Carbide Plastics Co. Bakelite advertising in consumer magazines totaled some $200,000 during the year.

There was one change in the agency lineup. J. M. Mathes Inc. replaced Richard LaFond Advertising on Union Carbide Plastics. The company now uses seven agencies.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	898,000	$ 737,000
Magazines	784,000	1,448,000
Farm Publications ..	62,000	111,000
Business Publications	1,583,000	1,599,000
Network Television	1,305,000	1,192,000
Spot Television	41,000	45,000
Outdoor	43,000	——
Spot Radio	800,000	——
Total Measured	5,516,000	5,132,000
Total Unmeasured	9,754,000	11,868,000
Estimated Total Expenditure	15,270,000	17,000,000

MARKETING PERSONNEL

George Sykes, manager, corporate advertising and public relations
Joseph P. Reap, manager, advertising, Haynes Stellite Co.
Homer R. Morrison, manager, advertising department, Linde Co.
Albert H. Brust, manager, advertising and sales promotion, National Carbon Co.
Richard B. Barker, advertising manager, Pyrofax Gas Corp.
Geoffrey F. Brown, manager, advertising, Silicones Division
Georbe B. Moynahan, manager, advertising, Union Carbide Chemicals Co.
Robert K. Kennedy, advertising manager, textile fibers department, Union Carbide Chemicals Co.
Clinton V. Pickering Jr., manager, advertising department, Union Carbide International Co.
Laurence F. Granger, manager, advertising, Union Carbide Metals Co.
Fritz E. Loeffler, manager, sales promotion, Union Carbide Metals Co.
Robert W. Boggs, manager, advertising, Union Carbide Plastics Co.
William R. Hemrich, advertising manager, food casings division, Visking Co.
William A. Heinemann, advertising manager, plastics division, Visking Co.

ADVERTISING AGENCIES

J. M. Mathes Inc., New York—corporate, Jan. H. H. Meyer, account executive; Union Carbide Plastics, Stewart Mitchell and Joseph J. Lane Jr.; Union Carbide Metals and Haynes Stellite Co., Roger N. Peterson; Linde Co., Charles J. Leavitt Jr.; Silicones Division, Joseph J. Lane Jr.; Pyrofax Gas Corp., John D. Orr; Union Carbide Chemicals (industrial and new chemicals), Joseph Gornick; "6-12" insect repellent and private brand anti-freeze, Charles J. Leavitt Jr.

Anderson & Cairns, New York—textile fibers (Dynel)—Thomas R. Vohs, account executive.

William Esty Co., New York—National Carbon Co. (Prestone and Eveready products)—James F. Behan, account executive.

Albert Sidney Nobel Advertising, New York—Union Carbide Chemicals (agricultural chemicals)—A. S. Nobel, account executive.

National Export Advertising Service, New York—Union Carbide International—Joseph Madden, account executive.

O. S. Tyson Inc., New York—Union Carbide Chemicals (Ucon fluorocarbons)—Howard A. Gauvain, account executive.

Edward H. Weiss & Co., Chicago—Visking Co.—Harry Straw, account executive.

United Merchants & Manufacturers

United Merchants & Manufacturers, New York, is the nation's 78th largest advertiser, with a total 1958 advertising expenditure estimated at $9,500,000, of which $4,876,552 was in measured media. The previous year's expenditures were estimated at $9,697,700, of which $5,197,663 was in measured media.

Net sales for the company, a textile and clothing manufacturer and clothing retailer, dropped to $411,521,846 for the fiscal year ending June 30, 1958, from the $460,990,846 recorded for fiscal 1957. Net profits in fiscal 1958 declined to $7,145,489 from $9,887,665 in 1957. Profits for the nine months ended March 31, 1959, however, rose to $9,670,000 from the $5,463,000 for the comparable 1958 period.

■ The most widely known and profitable unit of United Merchants is its Robert Hall store chain, which has been built on a principle of inexpensive location, pipe rack facilities and self-service. The low-overhead outlets were said to account for about two-thirds of UM&M's net profits during fiscal 1958, although they contributed only about $140,000,000 or one-third of net sales. For the fiscal year ending June 30, 1959, the retail outlet is expected to account for only about half of the profits because of the upswing in the manufacturing end of the textile business. Much of UM&M's dip in profits from $13,800,000 in fiscal 1956 to $7,100,000 in 1958 had been due to the general textile recession.

The Robert Hall stores last year netted a profit which was about 4.5% of sales, easily out-distancing its competitors in the low-to-moderate priced clothing field. Bond stores, the nearest competitor, showed a net profit of about 3.5% of sales. Among retail stores generally, only Sears, Roebuck matched Robert Hall's 4.5%, according to industry estimates.

■ With the addition of 30 new outlets last year, the Robert Hall chain has grown from 38 stores in 1948 to about 284 to date. Last year, eight outlets, judged to be in less desirable locations, were discontinued. In September, 1959, another 11 stores will be added to the chain; six in cities where the chain is already represented and five in new markets.

Besides the retail operation, United Merchants is composed of 12 merchandising and distributing units, 13 finishing plants, a research laboratory and two selling agents. UM&M also operates a commercial factoring business, United Factors, and finances income-producing machinery through its UM&M Credit Corp.

All of UM&M's foreign companies operated at a profit during the fiscal year ending June 30, 1958, with the exception of the new Brazilian subsidiary which encountered production delays. During fiscal 1958, UM&M received $113,000 in dividends from its Argentine subsidiary.

■ The largest chunk of United's advertising budget goes to promote the Robert Hall chain. Trade sources indicate that the combined spot tv and spot radio budget for 1958 was about the same as for 1957. These sources put the spot radio expenditure for last year at more than $1,300,000 compared to the $725,000 estimated by Radio Advertising Bureau. For the first half of 1959, RAB estimated that the retail chain spent $500,000 in spot radio.

Robert Hall claims to be the largest retail user of television and radio spots. It uses radio and/or tv in every market where it has an outlet. The chain hits hardest in New York, Chicago, Los Angeles, Detroit, Cleveland, Baltimore, St. Louis, Boston and Washington. Television Bureau of Advertising ranked the chain as the 18th largest spot tv advertiser in the country in '58.

Another sizable investment for Robert Hall is the $2,500,000 it placed in newspapers on the local level last year. This compares with about $2,000,000 spent the previous year. (This advertising was not placed nationally and, therefore, does not appear under measured media. It has been accounted for in the unmeasured estimate.)

■ UM&M expects its over-all advertising budget for 1959 will be up about 10% over the previous year because of its expansion plans for the store chain.

In January, 1959, Frank B. Sawdon resigned his position as vp and director in charge of sales and advertising for Robert Hall. At the same time, the store chain switched its advertising account from Frank B. Sawdon Inc. to a new and quickly formed agency called Arkwright Advertising. Prior to that time, Mr. Sawdon wore two hats, heading the company's advertising department and running his own agency. Mr. Sawdon said he made the move to expand his own agency. Robert Hall's advertising department is now headed by Robert W. Weisenberg, who retained his title as advertising director.

In addition to the Robert Hall account, Arkwright handles the Comark Plastics division of Cohn-Hall-Marx, a manufacturing and converting subsidiary of UM&M. The agency, which is headed by exec vp Jerome Bess, has other accounts in addition to the two UM&M divisions.

Near the end of 1958, UM&M brought out a fabric said to be odor-proof. Based on a fabric finishing process called Cyana purifying finish, developed by American Cyanamid Co., the fabric is said to kill bacteria which cause perspiration odors.

ADVERTISING EXPENDITURES

	1958	1957
Magazines ....$	157,702	$ 193,733
Business Publications	——	75,000
Spot Television	3,993,850	4,928,930
Spot Radio	725,000	——
Total Measured	4,876,552	5,197,663
Total Unmeasured	4,623,448	4,500,037
Estimated Total Expenditure	9,500,000	9,697,700

MARKETING PERSONNEL

Robert Hall

Robert W. Weisenberg, advertising director
Eugene Spero, newspaper advertising manager

Cohn-Hall-Marx

Alvin H. Goldstein, advertising director of Comark Plastics
Annette Fontaine, Ameritex Fabrics
Leah Bennett, Cohama Fabrics
Irwin F. Deutsch, Upholstery division

ADVERTISING AGENCY

Arkwright Advertising, New York—Robert Hall, Jerome Bess, exec vp in charge of the account; and Comark Plastics, James Hackett, media director and account executive.

U. S. Rubber Co.

U. S. Rubber Co., New York, is the nation's 67th largest advertiser, with estimated total domestic expenditures of $11,000,000 in 1958, of which $4,936,648 was in measured media. 1957 expenditures were estimated at $10,500,000 with $4,498,740 in the measured media. The company expects 1959 expenditures will run slightly higher than '58.

Net sales and earnings declined in 1958 for the third straight year. Sales were $870,615,700, down slightly from 1957's $873,583,074. Earnings were $22,670,772, a drop of 24% from '57 earnings of $29,695,027. The company's alltime high was in 1955, when sales peaked to $925,539,000 with net earnings of $33,559,000.

1958's sharp decline in profits, the company reported, reflected the expense of closing down two U. S. plants and modernizing and expanding European facilities. Before such abnormal expenses, profits were 6.5% higher than in 1957. The company does not report its foreign business separately, but has announced that about 20% of the company's business and profit is from overseas sales. About 80% of the goods sold abroad by the company are now manufactured abroad.

■ The company made a startling rebound during the first half of 1959, and sales set a record of $508,864,623—up 26% over the $403,100,995 reported for the same period in 1958, and up 9% over the previous six-months high of $464,095,454 established in 1956. Net income showed an even more impressive increase by jumping to $18,956,286, up 118% from $8,696,611 in the first half of 1958.

The new sales record was achieved despite a 22-day strike in 18 plants during the second quarter. All major products shared in the rise, the company reports, with "outstanding" increases shown in chemicals, textiles and tires, as well as other products for new cars.

The company expects to keep up the pace for the rest of the year; sales are officially projected to keep on rising in '59 to $940-$950,000,000, with anticipated earnings of $34,000,000.

This optimistic outlook, it was announced at the annual meeting, is based on three main factors:

1. The company's improved plan of organization which has been working with notable success since its adoption in October, 1957. The plan dissolved the company's top decision-making committee and gave responsibility for making decisions largely to individual officers. Committee decisions "took too long and often resulted in compromises, rather than the selection of the best alternatives . . . We are now getting as wise, or wiser decisions, and are getting them faster."

2. A new program to increase the number of "effective" retail outlets for replacement tires. The company is urging present dealers to expand, signing up new dealers where new distribution is needed, and is opening its own retail stores in areas where it cannot find strong dealers. Eleven company-owned stores have been opened so far; by the end of the year, there may be as many as 25. To improve sales to the automotive industry, an automotive sales department was set up in Detroit.

3. The company's "ever-expanding" research and development program, not only in its new research center, at Wayne, N. J., but in its development centers throughout the world. The company has also joined with ten noncompetitive companies for research in the Industrial Reactor Nuclear Laboratories, Plainsboro, N. J., opened in January, 1959.

■ U. S. Rubber is No. 3 in sales volume of the Big Four domestic fabricators. It is more diversified than its competitors and markets some 33,000 products. Less than half of its business is in tires, compared with as much as two-thirds in the other big rubber companies. It is the leading producer of rubber footwear, the third largest producer of vinyl plastic resins, and one of the nation's 15 largest textile producers.

The company operates domestically through five divisions: (1) tire division (U. S. Royal, Fisk, Gillette), (2) footwear and general products, (3) mechanical rubber goods, (4) textile and (5) Naugatuck Chemicals.

Non-tire products include waterproof footwear and clothing, casual footwear, bathing caps, golf balls, foam rubber, a long list of yarns (Lastex, Lactron, etc.), a variety of fabrics (Trilok, Asbeston, etc.), and all kinds of hose, belting, packings, mats, rubber and agricultural chemicals, molded products, and plastic and textile resins.

New products introduced in 1958 include a Low Profile U. S. Royal Master tire which the company says is a major step toward the ultimate elimination of the spare tire; a new line of nylon cord tires for light trucks; a complete line of high-speed aircraft tires; uses of polyisoprene for tires; an improved line of tire repair materials; new lines of rubber for tire retreading; and Air Guard, a rubber powder for making tubeless tires puncture sealing.

■ The company also brought out new lines of elastic-backed vinyl-coated Naugahyde upholstery materials; pin core foam cushioning for backs and seats of furniture; a new line of synthetic textile fibers for industrial applications; a U. S. Perfection package conveyor belt to carry cartons up inclines; rubberized concrete called Laticrete; life rafts, inflatable in 30 seconds, for yachtsmen; new soling materials for work shoes; and a special large-size high-pressure hose for conveying natural gas across river beds.

Its footwear division brought out a line of winter boots for women and special teen age boot styles. Its plastic footwear lines were expanded to the industrial and farm markets. The chemical division made the first commercial use of Kralastic HTHT, a tough blend of rubber and plastic which shows promise for home plumbing pipe, molded luggage, lawn mower wheels, etc. It also developed Vibrin 136-A, a high-heat-resistant polyester resin important to missiles. A "plant tranquilizer" capable of doubling the yields of greenhouse tomato plants and of raising cotton plant yields 10-30% was also marketed in '58.

The company discontinued manufacturing colored sidewall tires, describing them as "an interesting and spectacular product but one that did not prove to be profitable."

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	796,748	$ 507,511
Magazines	1,551,717	1,516,397
Farm Publications ..	45,271	50,853
Business Publications	625,000	770,000
Network Television	1,372,000	1,085,440
Spot Television	475,780	466,000
Outdoor	70,132	102,440
Total Measured	4,936,648	4,498,740
Total Unmeasured	6,063,352	6,001,260
Estimated Total Expenditure	11,000,000	10,500,000

MARKETING PERSONNEL

C. J. Noonan, vp

Sales

W. D. Baldwin, vp, automotive sales
G. W. Brooks, director of marketing, tire division
J. V. Drum, director of marketing, manager mechanical goods division
R. A. All, director of marketing, textile division
G. H. Callum, general sales manager, manufacturers products, footwear division
J. Anastasio, general sales manager, consumer products, footwear division
H. M. Parsekian, general sales manager, Naugatuck Chemical division
H. G. Kieswetter, general marketing manager, international division

Advertising

C. H. Gilbert, director of advertising
G. T. Ward, assistant director of advertising
A. F. Buchanan, assistant to director of advertising
C. H. Shirley, advertising and sales promotion manager, tires
A. J. Hocking, advertising and sales promotion manager, footwear
H. E. Dadson, advertising and sales promotion manager, mechanical goods

W. H. MacHale, advertising and sales promotion manager, Naugatuck Chemical
P. Bergh, advertising and sales promotion manager, textile

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—all products—Barnet M. Daniels (tires); John Devine (textiles) Robert Evans (footwear division, industrial products); Sylvia Harris (footwear division, consumer products); Duncan Ross (Naugatuck Chemical); Brooke Watson (mechanical goods); and F. D. Richards Jr. (golf balls, clothing); account executives.

U. S. Steel Corp.

U. S. Steel Corp., Pittsburgh, was the nation's 68th largest advertiser in 1958, with total expenditures reported by the company at $10,856,870. This is a 10.3% increase over an estimated $9,841,300 spent in 1957.

The 1958 total included $8,570,443 in measured media, compared with $7,308,325 in 1957.

▪ U.S. Steel sales during 1958 from products and services were $3,472,100,000, down from $4,413,800,000 in 1957, as the recession took its toll. Income in 1958 was $301,500,000, or $5.13 per common share, down from $419,400,000, or $7.33 per common share, in 1957.

U.S. Steel's advertising program is directed to three groups: The general public, the business public and the U.S. Steel customers.

To accomplish this three-point objective, U. S. Steel is using various media, including television, radio, newspapers, consumer and business magazines, farm publications, outdoor, direct mail, exhibits and motion pictures.

▪ Two years ago, U.S. Steel launched its Steelmark program designed to create a more modern image of, as well as a preference for, products made of steel in the American family market. The "U. S. Steel Hour" and "Arthur Godfrey Time" (currently replaced by the Sam Levenson show) are the television support for this program.

The theme is: "Today's USS steels lighten your work . . . brighten your leisure . . . widen your world . . ." The television commercials as well as four-color spreads in magazines feature modern steel consumer products familiar to this audience.

At the point of purchase, Steelmark tags and labels identify the products as "made of steel."

U.S. Steel's efforts to encourage the use of steel range from a bridge design contest by its American Bridge division to encourage use of structural steel in highway bridge designs to a program to increase the use of cans for soft drinks, a small factor in steel use, but one in which the company sees a lot of promising potential.

▪ U.S. Steel's many divisions and subsidiaries include:

American Bridge division, Pittsburgh; American Steel & Wire division, Cleveland; Columbia-Geneva Steel division, San Francisco; Consolidated Western Steel division, Los Angeles; Michigan Limestone division, Detroit; National Tube division, Pittsburgh; Oil Well Supply division, Dallas; Oliver Iron Mining division, Duluth; Pittsburgh Steamship division, Cleveland; Tennessee Coal & Iron division, Fairfield, Ala.; U.S. Steel Homes division, Pittsburgh; U.S. Steel Products division, New York; U.S. Steel Supply division, Chicago.

Universal Atlas Cement division, New York; Bessemer & Lake Erie Railroad Co., Pittsburgh; Birmingham Southern Railroad Co., Fairfield, Ala.; Carnegie Natural Gas Co., Pittsburgh; Duluth, Missabe & Iron Range Railway Co., Duluth; Elgin, Joliet & Eastern Railway Co., Chicago; Newburgh & South Shore Railway Co., Pittsburgh; Orinoco Mining Co., Caracas, Venezuela; Pittsburgh & Conneaut Dock Co., Conneaut, O.; Quebec Cartier Mining Co., Montreal; Union Railroad Co., Pittsburgh, and U.S. Steel Export Co., New York.

▪ Advertising expenditure figures supplied by the company differ a little from measured media figures supplied by various statistical bureaus and associations. Company figures are generally lower; this probably can be explained by the fact that some measured media figures (such as for network television) do not allow for frequency discounts and therefore are somewhat inflated.

Two tables of U.S. Steel advertising expenditures are presented below, the first showing measured media expenditures as listed by the various statistical bureaus, and the second showing the breakdown reported by U.S. Steel:

ADVERTISING EXPENDITURES*

	1958	1957
Newspapers	$ 461,429	$ 904,231
Magazines	2,034,253	1,438,299
Farm Publications	301,911	386,005
Business Papers	2,685,900	2,021,800
Network Television	3,086,950	2,514,090
Total Measured	8,570,443	7,308,325
Total Unmeasured	2,286,427	2,532,975
Estimated Total Expenditure	10,856,870	9,841,300

*Measured media expenditures as reported by Bureau of Advertising, Publishers' Information Bureau, Farm Publication Reports, Associated Business Publications and Television Bureau of Advertising.

ADVERTISING EXPENDITURES**

	1958	1957
Newspapers	$ 389,370	$ 904,231
Magazines	1,659,721	1,438,299
Farm Publications	306,756	386,005
Business Publications	2,556,103	2,021,800
Network Television	2,704,316	2,514,090
Sub-Total	7,616,266	7,308,325
Other	3,240,604	2,532,975
Grand Total	$10,856,870	$ 9,841,300

**Expenditures as reported by U. S. Steel.

MARKETING PERSONNEL

Sales

B. E. Estes Jr., vp, marketing

Advertising

John Veckly, director of advertising

How advertisers of
SMOKING MATERIALS
rank national magazines

(Jan.-June, 1959)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$3,676,914
2.	Look	2,722,436
3.	Saturday Evening Post	2,628,725
4.	TV Guide	770,450
5.	Time	694,441

BIGNESS
is a fact of LIFE

Source: P.I.B. (gross figures).

H. W. Hoffman, assistant director—administration
R. J. Wilcox, assistant director—creative services
W. H. Crawford, business manager

Market Development

R. C. Myers, director of market development
D. R. Waugh, assistant director of market development

AMERICAN BRIDGE DIVISION
Pittsburgh

MARKETING PERSONNEL

W. B. Hunter, vp—contracting
W. F. Taylor, manager—advertising

AMERICAN STEEL & WIRE DIVISION
Cleveland

MARKETING PERSONNEL

H. M. Francis, vp in charge of sales
O. B. Stauffer, manager—advertising
W. H. Guterl, manager—marketing

COLUMBIA-GENEVA STEEL DIVISION
San Francisco

MARKETING PERSONNEL

R. W. Seely, vp in charge of sales
R. G. Hill, manager of advertising

CONSOLIDATED WESTERN STEEL DIVISION
Los Angeles

MARKETING PERSONNEL

P. M. Cobb, vp in charge of sales
F. H. Schenck, manager, marketing services

NATIONAL TUBE DIVISION
Pittsburgh

MARKETING PERSONNEL

H. J. Wallace, vp in charge of sales
T. W. Gamble, manager of advertising
S. W. Verner, manager of market development

OIL WELL SUPPLY DIVISION
Dallas

MARKETING PERSONNEL

M. F. Hazel, vp in charge of sales and general manager
M. E. Shippee, director of advertising and sales promotion
Kenton Chickering, general sales staff manager (includes market development)

TENNESSEE COAL & IRON DIVISION
Fairfield, Ala.

MARKETING PERSONNEL

D. A. Challis Jr., vp in charge of sales
I. C. Kinney, advertising manager (includes market development)

U. S. STEEL EXPORT CO.
New York

MARKETING PERSONNEL

G. A. Meckes, vp—commercial
Walter Jones, manager of advertising and market development

U S. STEEL HOMES DIVISION
Pittsburgh

MARKETING PERSONNEL

H. R. Black, general manager—sales
R. J. Ritchey, manager—advertising and sales promotion

U S. STEEL PRODUCTS DIVISION
New York

MARKETING PERSONNEL

W. I. Hanrahan, vp in charge of sales
N. K. Schnaitter, manager—marketing services

U. S. STEEL SUPPLY DIVISION
Chicago

MARKETING PERSONNEL

K. P. Rindfleisch, vp—commercial
L. A. Douglass, manager of advertising and marketing development

UNIVERSAL ATLAS CEMENT CO.
New York

MARKETING PERSONNEL

J. C. McClure, vp—commercial
J. A. Sullivan, director of advertising and public relations
W. J. McCullough, assistant to vp—general sales (market development representative)

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Pittsburgh—Burton E. Vaughan, vp and Pittsburgh office manager; Fred I. Sharp, U. S. Steel account supervisor; E. G. Mantle, manager, staff administration; G. T. Urquhart, supervisor, television commercials, national advertising and promotions; Jack Bernardy, supervisor, central operations products. Divisional advertising supervisors: E. G. Mantle, American Steel & Wire; Jack Bernardy, American Bridge; W. H. Lusher, Oil Well Supply; P. J. O'Farrell, Tennessee Coal & Iron; F. P. Clements, National Tube, U. S. Steel Supply, U. S. Steel Homes; W. A. Oliver (New York), U. S. Steel Export; W. C. Mahoney (New York), U. S. Steel Products; E. A. Hosp (New York), Universal Atlas Cement; George Green (San Francisco,) Columbia-Geneva Steel; Ted Brandt (Los Angeles), Consolidated-Western Steel, U. S. Steel Products.

Vick Chemical Co.

Vick Chemical Co., the 70th largest national advertiser, invested an estimated $10,000,000 in advertising in 1958, of which $4,916,491 was in measured media. This compared with a 1957 expenditure estimated at $8,000,000, including $3,031,764 in measured media.

Sales and earnings in 1958 were at record levels. For the first time in its 53-year history, total sales for the company shot past the $100,000,000 mark. Consolidated net sales for the fiscal year ended June 30, 1958, reached $107,042,993, a 13% gain over $94,796,434 in 1957. Earnings in 1958 were $10,070,239, as against $7,889,375 in 1957.

Earnings of Vick Chemical for the fiscal year ended last June 30 continued bright, according to a preliminary report issued by the company. Vick reported net earnings of $12,000,000 on sales of $114,000,000 for the year, an increase of 19.2% over the preceeding year.

■ Vick Chemical does business in four major areas—ethical drugs, proprietary drugs, veterinary drugs and chemicals.

The company's ethical operation is comprised of four principal divisions: The Wm. S. Merrell Co., Cincinnati, which turns out a line of pharmaceutical drugs made from synthetic organic chemicals; National Drug Co., Philadelphia, biochemicals drugs and biologicals; Merrell-National Laboratories division, which markets ethical products abroad; and Walker Laboratories, Inc., Mt. Vernon, N.Y., which turns out a line of vitamin and nutritional specialties.

■ Walker Laboratories was acquired by Vick through an exchange of stock in July, 1958. Another company, Lavoris Co., Minneapolis maker of Lavoris mouthwash, was added to the company's proprietary operation in July. In October, 1958, Vick sold its cosmetics line to Chesebrough-Pond's for an undisclosed price. Included in the purchase was Prince Matchabelli and Simonetta perfumes and cosmetics, Seaforth and Black Watch men's toiletries and Sofskin hand creams. At the time of sale, Vick's president H. S. Richardson indicated that the cosmetics line was sold off because it ranged too far afield from the company's concentration in drugs and closely related fields, which he said accounted for more than 90% of the company's business.

W. S. Merrell Co. turns out about 300 pharmaceutical specialties for the medical and dental professions.

Major new products introduced by Merrell during the year included Quiactin, a tranquilizer, and Alertonic, a vitamin-mineral tonic used for patients in convalescence and in rundown condition. Merrell division in 1958 accounted for an estimated $20,000,000 of the $44,700,000 in sales reported by Vick for ethical and veterinary drugs. Advertising expenditure by Merrell is estimated at about $1,500,000, including costs of doctor sampling, point of sale, advertising in medical journals and other unmeasured media.

■ Sales volume for Vick's other principal ethical producer, National Drug, was estimated at about $13,000,000 in 1958. National spent an estimated $1,300,000 advertising and promoting its line to doctors, including an estimated $500,000 spent in direct mail and medical journals. During the year National introduced several major new products, including Parenzyme-B, for inflammation and swelling; Parenzyme ointment, for treatmnet of wounds; and Cervilaxin, a natural hormone used in childbirth.

For 1960, Vick expects three new drug products to make important contributions to sales and earnings. These are Tenuate, Tepanil and Orenzyme. Tenuate, made by Wm. S. Merrell, and Tepanil, made by National Drugs, are appetite suppressors which Vick says have no undesirable side effects, Orenzyme, by National Drug, is an oral enzyme which reduces swelling.

Vick Chemical's principal consumer division is Vick Products Division, which makes and markets a line of proprietaries, including Vicks VapoRub, undisputed world leader in the cold medication field; Vicks cough drops; Vicks throat lozenges; Vicks inhaler; Vicks Medi-Mist; Vicks cough syrup and Vicks Double-Buffered cold tablets.

Vicks Double-Buffered cold tablets, an improved medication for symptomatic relief of colds, was introduced nationally in September, 1958, after extensive tests in local markets. Also in September, Vick introduced nationally its Vitamin C cough drops with lemon flavor. The company backed national introduction of the new product with a fall campaign using extensive outdoor, newspaper and television advertising.

■ Sales of Vick's Products Division, combined with Vick International Division, the company's overseas marketing arm, accounted for an estimated $42,500,000 of the company's total sales volume in 1958.

Vick Chemical Co.'s other principal divisions are Jensen-Salsbery Laboratories and Hess & Clark, which turn out a wide variety of veterinary drugs. Baker Chemical Co. produces fine chemicals.

Since Vick Products Division is the major domestic consumer division of Vick Chemical Co., it probably accounted for more than 60% of the company's total advertising budget and more than 90% of the total budget for consumer advertising.

■ During the year Vick Chemical increased ad spending in nearly all media. Biggest boost was in expenditures for spot television, which went from $465,420 in 1957, to $2,280,210 in 1958. With the exception of a $63,320 expenditure for Hess & Clark products, the company spent its entire spot tv budget for Vick cold remedies.

The company's magazine expenditure, which rose from $826,139 in 1957 to $1,002,443 in 1958, broke down this way: Lavoris antiseptic, $320,610; Vick's cold tablets, $183,495; and Vicks VapoRub, $398,785. Other major expenditures by Vick Chemical were in newspapers, $610,658, including $204,798 for Vick's cold tablets and $162,517 for Vicks cough syrup, and in network television, $510,621. In addition, the company spent $300,759 in farm publications, including $293,833 for Hess & Clark products, and $136,000 in business publications. Outdoor advertising by Vick in 1958 amounted to $75,800.

■ Vick Chemical Co.'s executive and agency line-up underwent some changes in 1958 and in early 1959. Frank N. Getman became president of the Wm. S. Merrell Co. and was succeeded as president of Hess & Clark by R. D. Waters, formerly director of personnel. C. M. McCallister was elected president of National Drug Co., with Vladimir Dvorkovitz succeeding him as president of Jensen-Salsbery Laboratories. J. K. Lindsay became president of Merrell-National (Overseas) Laboratories division. In July, 1959, R. D. Waters succeeded Kirby Peake as president, Vick's Products Division.

On the agency front, Jensen-Salsbery Laboratories in 1958 moved its account into Wilson-Saylor-Ware, Chicago, and in January, 1959, Vick Products Division named Ogilvy, Benson & Mather, New York, to handle Vicks Double-Buffered cold tablets, introduced nationally during 1958. Morse International, New York, continues to handle the major share of Vick's domestic billings.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 610,658	$ 518,362
Magazines	1,002,443	826,139
Farm Publications	300,759	91,894
Business Publications	136,000	100,000
Network Television	510,621	984,245
Spot Television	2,280,210	465,420
Outdoor	75,800	45,704
Total Measured	4,916,491	3,031,764
Total Unmeasured	5,083,509	4,968,236
Estimated Total Expenditure	10,000,000	8,000,000

VICK PRODUCTS DIVISION
New York

MARKETING PERSONNEL

E. B. Newsom, vp
W. P. Jefferey, vp
J. G. Morrison, vp
E. J. Elias, vp

Advertising

E. P. Zobian, vp and director of advertising
R. G. Secrist, advertising manager
J. S. Scott, advertising manager
G. E. Morgan, advertising manager
E. P. Gunther, assistant advertising manager

ADVERTISING AGENCIES

Morse International, New York—all products except Double-Buffered cold tablets—J. Archibald, R. Falcon and Joseph Reda, account executives.

Ogilvy, Benson & Mather, New York—Double-Buffered cold tablets only—Gene McMasters, account supervisor; Mike R. Ben-Dror, account executive.

VICK INTERNATIONAL DIVISION
New York

MARKETING PERSONNEL

V. Reynolds, vp
A. V. Ellrodt, vp
T. M. Plauden, vp
M. S. Lewis, new products director

ADVERTISING AGENCY

Morse International, New York—all domestic advertising—no account executive assigned.

WM. S. MERRELL CO.
Cincinnati

MARKETING PERSONNEL

P. Ritter, marketing and promotion manager

ADVERTISING AGENCY

Sudler & Hennessey, New York—all products—Norman Bye, account supervisor; James Collette, account executive.

NATIONAL DRUG CO.
Philadelphia

MARKETING PERSONNEL

T. E. Ersley, sales manager

Advertising

W. Von Rosenstiel, advertising manager

ADVERTISING AGENCY

William Douglas McAdams, New York—all products—John Kallir, account supervisor.

JENSEN-SALSBERY LABORATORIES

MARKETING PERSONNEL

J. C. Davis, general sales manager

ADVERTISING AGENCY

Wilson-Saylor-Ware, Chicago—all products—Robert H. Ware, account supervisor; Larry J. Cullen, account executive; Lynn A. Saylor, market and media director; Richard H. Wilson, production supervisor.

HESS & CLARK

MARKETING PERSONNEL

R. H. Eshelman, vp and general sales manager
A. Andrews, feed production manager

ADVERTISING AGENCY

Klau-Van Pietersom-Dunlap, Milwaukee—all products—Lyle Abbott, account supervisor; E. E. Cooper, account executive; Marvin L. Rand, manager of agriculture-consumer public relations division.

WALKER LABORATORIES INC.

MARKETING PERSONNEL

C. H. Carter, vp and assistant general manager
J. F. Pendrak, assistant sales manager

ADVERTISING AGENCY

Sudler & Hennessey, New York—all products—Norman Bye, account supervisor; James Collette, account executive.

J. T. BAKER CHEMICAL CO.

MARKETING PERSONNEL

R. A. Clark, vp in charge of sales
C. H. Slater, marketing and advertising manager

ADVERTISING AGENCY

Wildrick & Miller, New York—all products.

Hiram Walker-Gooderham & Worts

Hiram Walker-Gooderham & Worts Ltd., Walkerville, Ont., through its affiliates (about 85% or 90% of Walker's sales are in the U.S.) is the nation's 50th largest advertiser with 1958 total U.S. advertising expenditures estimated by Advertising Age at about $15,500,000. Of this $8,066,360 was in measured media. Expenditures in 1957 were estimated at $15,000,000, including $8,359,536 in measured media.

For the fiscal year ending Aug. 31, 1958, sales were $384,028,204, a 3% decrease from the previous year's total of $396,182,157. Net earnings decreased 2.7% to $21,854,494 or $2.54 a share, from a net of $22,478,161, or $2.61 a share, for the previous year.

In the current fiscal year, net earnings were $17,525,424 or $2.03 a share, for the first nine months ending May 31, compared with $16,333,151, or $1.90 a share for the corresponding period of the previous year. All figures are stated in U.S. currency.

■ Walker ranks fourth among U.S. distillers. Besides it Peoria, Ill., plant, the largest in the world, the company has 15 other distilleries in five countries. The Walkerville plant is the largest beverage distillery in Canada and the Dumbarton, Scotland, plant is the largest in Europe.

No major distributing changes were made in the past year and Walker's agency lineup remains the same.

The corporation's major sales subsidiary is Hiram Walker Inc., Detroit. Others active in advertising are Jas. Barclay & Co., Detroit; Gooderham & Worts, Detroit, and W. A. Taylor & Co., New York. Besides these, there are a number of distributing and distilling subsidiaries.

■ The bulk of the corporation's ad expenditures is by Hiram Walker Inc., which puts most of its promotion behind Canadian Club, Imperial and Walker's DeLuxe whiskies.

The products of another Walker subsidiary, George Ballantine & Son Ltd., are imported and distributed by 21 Brands Inc., New York.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,172,957	$ 4,076,145
Magazines	4,030,815	3,536,949
Business Publications	77,500	75,000
Outdoor	785,088	671,442
Total Measured	8,066,360	8,359,536
Total Unmeasured	7,433,640	6,640,464
Estimated Total Expenditure	15,500,000	15,000,000

HIRAM WALKER INC.
Detroit

Canadian Club, Imperial, Walker's DeLuxe bourbon, Little Brown Jug bourbon, Ten High, Private Cellar, Twin Seal, Meadow Brook, Hiram Walker's Gin, Hiram Walker's Vodka, Hiram Walker's liqueurs, cordials, cocktails and brandies.

MARKETING PERSONNEL

Ross Corbit, president and general sales manager
Raymond Revit, vp, eastern division, and president of Hiram Walker Distributors Inc., New York
Jules Kanter, vp and sales manager, Hiram Walker Distributors Inc., New York
B. H. Sykes, vp, central division, and president of Hiram Walker Distributing Co., Chicago
Jack Musick, vp and sales manager, Hiram Walker Distributing Co., Chicago
P. J. Spengler, vp, western division

Advertising

Donal J. O'Brien, vp and director of advertising and sales promotion
F. L. Fisher, national sales promotion manager
L. H. Bender, display production manager

Public Relations

J. F. Wright, manager of publicity

ADVERTISING AGENCIES

C. J. LaRoche & Co., New York—Canadian Club, Hiram Walker's Gin, Hiram Walker's mixed cocktails and cordials—John S. Graetzer, account executive.

Foote, Cone & Belding, Chicago—Imperial, Walker's De Luxe bourbon, Meadow Brook rye and Hiram Walker's vodka, Little Brown Jug bourbon—Carl Hertzberg, account supervisor, Ed Seaton, account executive.

Maxon Inc., Detroit—Ten High bourbon, Hiram Walker's Private Cellar bourbon, Twin Seal bourbon—James G. MacPherson, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	2,646,720	$ 3,264,944
Magazines	3,144,963	2,584,240
Business Publications	77,500	——
Outdoor	573,075	549,954
Total Measured	6,440,258	6,399,138

JAS. BARCLAY & CO. LTD.

Detroit

Corby Reserve, Corby's special selected Canadian whisky, Park Lane, Senator Corby, Royal Canadian whisky, Barclay's London dry gin, Barclay's Bonded and Barclay's bourbon whiskies, Barclay's brandy and Grand Macnish scotch.

MARKETING PERSONNEL

Carl Rentschler, president
Norris Macdonald, vp and sales manager—open states
Arch Howie, merchandising manager

Advertising

Leslie S. Gillette, advertising manager and sales promotion manager
William Renner, assistant advertising and sales promotion manager

ADVERTISING AGENCY

Brooke, Smith, French & Dorrance, Detroit—all products—Blount Slade, account supervisor; Owen A. Brady, account executive; Fred Nordsiek, assistant account executive, and Charles Hicks, creative supervisor.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	392,252	$ 643,388
Magazines	114,475	183,325
Business Magazines	25,000	——
Outdoor	180,794	109,020
Total Measured	712,521	935,733

GOODERHAM & WORTS LTD.

Detroit

William Penn, G&W Seven Star, G&W Five Star blended whisky, G&W Private Stock, Mill Farm, Mountain Ridge bourbon, Sherbrook bourbon and rye, G&W Special Canadian, G&W "1832" Decanter (Canadian), G&W gin, Five O'Clock and John Collins gins, Five O'Clock Vodka, Lauder's scotch.

MARKETING PERSONNEL

Raymond W. Sibbert, president and general sales manager
Walter Botsford, administrative assistant

Advertising

A. H. Delsener, advertising and sales promotion manager

ADVERTISING AGENCY

Simons-Michelson Co., Detroit—all products—Lawrence Michelson, Richard Hughes and Leonard Kurland, account executives.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	48,049	$ 96,381
Magazines	3,731	——
Outdoor	9,827	2,097
Total Measured	61,607	98,478

W. A. TAYLOR & CO.

New York

Old Smuggler scotch, Maraca rum, John Jameson Irish whisky, Drambuie scotch liqueur, Sandeman ports and sherries, Pol Roger champagne, Courvoisier cognacs, Booth's House of Lords and High & Dry gins, and Old Tom gin.

MARKETING PERSONNEL

Greg Weddell, president and general manager

Advertising

L. A. Roden, vp and advertising manager

ADVERTISING AGENCY

Charles W. Hoyt Inc., New York—all products—Everett W. Hoyt, account supervisor, William Baumert, account executive.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	56,909	$ 71,432
Magazines	767,646	769,384
Outdoor	21,392	10,371
Total Measured	845,947	851,187

Stanley Warner Corp.

Stanley Warner Corp., New York, was the nation's 55th largest national advertiser in 1958, with total estimated expenditures of $14,500,000, of which $6,797,011 was in measured media. The previous year's expenditures were originally estimated by ADVERTISING AGE at $14,000,000, of which $6,064,863 was in measured media. But that 1957 estimate now appears to have been too high, and the actual 1957 total is believed to have been closer to $12,000,000.

Arriving at an estimate for this company is exceptionally difficult, since most of its ad money goes into bartered tv spots obtained at low rates.

■ Theater admissions and merchandise sales for the fiscal year (52 weeks) ended Aug. 30, 1958, totaled $113,319,000 for a net income of $2,333,100. This was a drop from the previous year's level. Comparable figures for the fiscal year (53 weeks) ended Aug. 31, 1957, were $115,125,300 and $3,767,800. The decline was due to box office losses at the theater and Cinerama divisions. Sales for the International Latex division were up.

The financial picture improved during 1959. The company and its subsidiaries chalked up the highest operating profits on record for the nine months ended May 30, 1959. The company works on a fiscal year basis. Theater admission and merchandise sales hit $92,869,840 for a net income of $3,591,330. Comparable figures for the first nine months of fiscal 1958 were $84,952,976 and $1,706,017.

■ The company's annual report attributed the theater division's '58 showing to the fact that "attendance and box office receipts of motion picture theaters continue to be affected adversely by the competition of old movies shown free on tv and the lack of a steady flow of motion pictures having box office appeal." Stanley Warner has accelerated its program to dispose of unprofitable theaters. Nearly 40 theaters were dropped out of the chain in 1958.

Together the theater operating division and Cinerama, which had less success with its fourth film than the others, probably spend $1,000,000 to $2,000,000 in advertising, most of it in newspapers.

■ The major Stanley Warner division from the standpoint of advertising interest is International Latex, which now advertises 17 products and is expanding its line. The biggest chunk of the budget goes to the Playtex foundation garments. Isodine antiseptic also is getting heavy play.

Industry sources indicate that Playtex Bras rank about third or fourth in bra sales, with an estimated 12% share of the market. This brand leads the field in girdles, with approximately 25% of the market.

As of Sept. 1, Playtex girdles, billing an estimated $4,000,000, moves from Reach, McClinton & Co. to Ted Bates & Co. David Ketner, Latex's ad vp, was an account executive with Bates before he joined Latex in 1955.

Reach, McClinton is due to get a new product—perhaps a baby item—to help make up for the loss of the girdle.

■ International Latex concentrates most of its attention on spot tv. It continues to be the most sterling example of adept use of barter

NOW!

The Dallas Morning News has both the largest daily and Sunday circulation in Texas!

213,110 DAILY
222,962 SUNDAY
March 31, 1959 Publishers Statements

CRESMER & WOODWARD, INC. • *National Representative*
NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

television in the industry. The next most important item on the budget is newspapers.

Latex has set up a chemical division to make synthetic rubbers and resins. These products are marketed under the name, Tylac. They use mainly business paper advertising. Its industrial division manufactures space suits, life saving equipment, air, sea and land helmets, protective clothing of all types and inflated boats for the armed forces. This division does very little advertising.

Stanley Warner also owns Tailby-Nason Corp., which is marketing a line of ethical drug products under the name, Betadine. Included are topical antiseptic, aerosol spray, shampoo, etc.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers ....$	995,358	$ 1,326,518
Magazines	123,143	15,685
Spot Television	5,678,510	4,722,660
Total Measured	6,797,011	6,064,863
Total Unmeasured	7,702,989	5,935,137
Estimated Total Expenditures	14,500,000	12,000,000

STANLEY WARNER CORP.

MARKETING PERSONNEL

Harry Goldberg, manager of advertising and public relations for the parent company and theater and Cinerama divisions

CINERAMA DIVISION

MARKETING PERSONNEL

Advertising

Arthur Manson, advertising director

Sales

B. G. Kranze, sales vp

INTERNATIONAL LATEX CORP. DIVISION

MARKETING PERSONNEL

Marketing and Sales

A. B. Peterson, vp, Playtex products
F. W. Andrews, vp, pharmaceuticals and industrials
Harold Rudominer, vp in charge of sales, women's wear
Norman Allen, vp, industrial products sales and advertising
Bernhardt Denmark, vp in charge of family products division and marketing
Howard Brod, vp, marketing, Isodine Pharmacal Corp.
Victor Kiam, vp, women's wear marketing
Donald Stricklin, general sales manager, family products
Harvey Williams, marketing director, girdles

Advertising

David Ketner, vp charge of advertising
Charles Rosen, advertising manager, pharmaceuticals, Isodine
Wade Jones, tv advertising manager
Henry Nachman, assistant tv advertising manager
Mel Chernev, brand promotion manager, girdles
Warren Vierow, brand promotion manager, family products
Ann Straus, fashion merchandising coordinator
Sam Mantell, sales promotion manager
Crowell Baker, brand promotion manager, bras

ADVERTISING AGENCIES

Monroe Greenthal Co., New York—theater operating division and Cinerama division—Herbert Hauser, account executive.

Reach, McClinton & Co., New York—Isodine, Richard Gordon, account executive; bras and family products, Bernard Lewy, account executive.

Ted Bates & Co., New York—Playtex girdles—Daniel Ladd, account executive.

Lynn Baker Associates, New York—Playtex nurser (baby bottle), now in test markets—Fred Robbe, account executive.

Brown & Butcher, New York—new, unannounced drug product—Ralph Jassanari, account executive.

Jordan, Sieber & Corbett, New York—Tailby-Nason Corp., all products—M. Jablons, account executive.

Warner-Lambert Pharmaceutical Co.

Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., is the nation's 22nd largest advertiser with 1958 domestic expenditures reported at $28,670,000, of which $16,730,232 was in measured media. This compares with a 1957 domestic estimate of $28,000,000, of which $14,604,431 was in measured media, and a 1956 domestic estimate of $23,000,000.

The company reported worldwide 1958 advertising expenditures of $37,724,816, compared with $34,842,039 in 1957 and $29,334,439 in 1956.

■ It has more than a dozen operating units but the bulk of the advertising expenditures—more than two thirds—goes into three divisions—Warner-Chilcott Laboratories, Warner-Lambert products and Hudnut-DuBarry. Of the measured media, more than half went into spot televison last year.

Sales topped the $100,000,000 mark for the first time in 1955, and last year, under a new basis of consolidation, they were $176,958,127, compared with $174,730,290 in 1957. Net income last year was $15,033,572, compared with $14,964,242 in 1957. Dividends were $3 per share in 1958, up from $2.38 in 1957.

For the first six months of 1959, sales were $87,607,000, up from $79,939,000 in the like period a year ago. Net income amounted to $6,733,000, against $5,616,000 in the previous first half.

■ The composition of Warner-Lambert's business has changed significantly in the last five years, as much from mergers as any single factor. While sales of ethical pharmaceuticals and medicinal chemicals declined from 42.3% to virtually half, 22.8% last year, the sales of proprietary pharmaceuticals zoomed from 5.3% in 1954 to 40% last year. Toiletries and cosmetic business dropped from 52.4% to 14.2% while the drug sundries business went from zero to 10.8% and the plastic and glass containers sales from the same starting point to 12.2% last year. In connection with these percentiles it should be remembered that sales have risen from $62,000,000 in 1954 to $177,000,000 last year.

The company has made more than 50 acquisitions since its founding in 1856 as the William R. Warner Co. In the last two years it has concentrated on welding its business empire (9,300 employes, with 3,900 overseas) together, although it still has a sharp eye cocked for more merger possibilities.

Last year, for example, a merger with R. J. Reynolds Tobacco Co. was practically in the bag when, after several months of negotiations, the merger was dropped because the two companies were unable to agree "on certain important aspects of the proposed transaction." Many W-L people appeared just as glad, for fear of being swallowed up by the $1 billion-plus giant. In recent years there have been mergers with Lambert Pharmacal Co. (1955, maker of Listerine), Emerson Drug (1956, maker of Bromo Seltzer, Fizzies) and Nepera Chemical (1956, Anahist).

■ Warner-Lambert today has five major units and 13 operating divisions. The major units are Warner-Chilcott Laboratories for all ethical drug products; the Warner-Lambert products division and Hudnut-DuBarry division for major proprietaries, cosmetics and toiletries; Pro-phy-lac-tic Brush Co. for W-L's brush and comb line, custom molded plastics, and plastic dinnerware, and W-L International, which markets all the company's products abroad, except in Canada.

International sales last year, including Canada, totaled $44,667,000, up $1,200,000 over 1957. More than 60% of the 1958 international volume was in pharmaceuticals; toiletries, cosmetics and drug sundries accounted for the remainder.

■ Warner-Lambert's other operating divisions include: Nepera Chemical for bulk medicinal chemical manufacturing; Lambert-Hudnut Mfg. Laboratories for the manufacture of cosmetic toiletry and some proprietary drug lines; Emerson Drug division for manufacturing Bromo-Seltzer and Fizzies; Standard Laboratories for diverse old-line household remedies like Sloan's Liniment; Parfums Ciro for an exclusively franchised group of cosmetics; two manufacturing units for glass containers, Gulfport Glass Corp. and Maryland Glass Corp.; Warner-Lambert Canada Ltd. and Lambert & Feasley, the company's own advertising agency which handles both W-L and outside accounts.

The Family Products division, a consolidation formed in 1958, where more than two-thirds of the company's total ad budget was spent, was later split to form the Warner-Lambert Products division, and the Hudnut-DuBarry division. Warner-Lambert products division markets Listerine Antiseptic, Bromo-Seltzer, Anahist products, Fizzies and Listerine and Antizyme dentifrices. The Hudnut-DuBarry division markets the Richard Hudnut, DuBarry and Sportsman lines of cosmetics and toiletries.

George Abrams, former advertising vp of Revlon Inc., joined the company last March, to head up the division which was finally called Hudnut-DuBarry. Clifford Petitt, previously in charge of the Sportsman lines, was made general sales manager and Gilbert Klein, formerly sales promotion manager, was made assistant to president Abrams. Former Pharmaceuticals Inc. vp Henry Dow came over as marketing director for the Richard Hudnut and Sportsman lines, also a newly-created position, and Arthur Toft moved over from Block Drug as advertising manager.

■ E. Lloyd Bernegger, formerly exec vp of the products division at Bristol-Myers Co., was named president of Warner-Lambert Products division. William Broas continues as general sales manager for the proprietaries. John S. Hewitt, former president and general manager of the Anahist Co., who became a W-L vp and president of the Family Products division, is now a consultant on special projects to W-L president Alfred E. Driscoll. Shortly after the above division changes Pierre A. deTarnowsky, formerly vp and general manager of Mead Johnson's nutritional and pharmaceutical products division, was named a Warner-Lambert vp, in charge of all consumer product divisions and reporting directly to Mr. Driscoll.

There are four principal markets for the company's products: the medical and related professions; the public which buys household products; cosmetics and perfume customers and industrial users of glass containers, bulk chemicals and plastic moldings. A review on major products in these markets follows.

■ Listerine antiseptic is the largest single item sold and advertised by Warner-Lambert. The company says it "scored a significant gain in 1958 with no extraordinary stimulus such as that provided by the Asian flu epidemic in 1957." Predicting continued growth in the oral antiseptic market, the company says that Listerine "with its commanding lead in the field, should share proportionately in the expanding market." Listerine sales were 13% ahead of 1957, which was 45% ahead of 1956. It is estimated to have about 68% of a reported $64,000,000 market.

Its measured media expenditure of more than $2,000,000 in 1957 was more than doubled last year as the product spent $2,400,000 almost evenly between spot and network television, an additional $1,000,000 in general magazines and $350,000 in newspapers. Last year the company tested a new Listerine bottle and package in Tacoma and Seattle.

Listerine and Antizyme toothpastes are virtually unadvertised ($85,000 was recorded spent for Listerine last year) and together probably have less than 5% of the total dentifrice market. The company's annual report said that last year "the economy of the Listerine Thrift-Pak was further exploited and Antizyme was restored to a profitable position on reduced sales consistent with smaller promotional expenditures."

■ Sales of Super Anahist products, which made record-breaking gains in 1957, "leveled off" last year, although volume on certain items like cough syrup and antibiotic throat spray continued upward. "Profits receded, however," the company reported, "mainly because of retarded sales of Super Anahist cold tablets, partly due to the lack of a sales leverage comparable to that exerted by the Asian flu epidemic in 1957. Another factor was a lag in the incidence of colds, resulting from mild weather during the closing months of the year."

The company also reported that "in view of the importance of stimulating consumer interest, the amount charged to earnings for deferred advertising expenditures related to 1958 sales was almost triple the amount similarly provided at the close of 1957." Total Super Anahist advertising in measured media approached $8,000,000, compared with the $4,500,000-plus reported in 1957, with $4,716,000 going into spot tv.

■ A new product, Virisan decongestant tablets, which was test-marketed in 1957, gained national distribution last year along with a companion item, Virisan dual antibiotic nasal spray. Another new product now on the market is Anadrex sinus inhaler. Steri/sol a mouth antiseptic introduced on a test market basis last year, awaits national marketing also.

In the Emerson Drug division, Bromo-Seltzer "maintained its established position in the proprietary headache remedy market on normal promotional effort," the company said. "An advertising pattern now being developed on a national front envisages establishing a base for accelerating product growth in 1959 and subsequent years." As a headache remedy Bromo-Seltzer probably has less than 5% of the market and it had been slipping in recent years. The single dose lead tube container was repackaged into a "pillo-pak" aluminum foil container.

Fizzies, the effervescent soft drink tablet launched on a trial basis in 1955, has shown consistent growth "and profit in 1958." A $1,200,000 drive ran throughout the summer months, mostly in spot tv over 225 stations in 150 markets. Bromo-Seltzer expenditures last year included $1,700,000 in spot tv and $450,000 on network tv.

■ Among its toiletries and cosmetics, W-L reported that "profits improved radically over 1957 results, primarily as a result of budgeting advertising expenditures to receding consumer interest in home hair waving preparations. Although the Richard Hudnut Quick home permanent held its share of the market, sales were understandably below 1957 volume; but much more profitable."

Richard Hudnut products placed it no better than No. 3—after Toni and Procter & Gamble, in the declining home permanent market. But hopeful prospects are in the wind this month as the company launches a $3,000,000 campaign to introduce a new Richard Hudnut Fashion Quick. Last year, Quick spent about $300,000 in general magazines, $250,000 in network tv, $92,000 in newspapers and $85,000 in farm publications. All other Richard Hudnut measured expenditures were about $750,000. Bliss home permanent, another W-L product, got a $300,000 expenditure in network tv, $120,000 in general magazines and $110,000 in spot tv. New Packaging was introduced for the DuBarry line.

■ The Standard Laboratories subsidiary continued with sizable volume and profits. Early this month, advertising for Vince, a dentifrice powder and oral rinse, and Veracolate laxative, made by Standard, was transferred from Noyes & Sproul to Ted Gotthelf Associates, effective Jan. 1. Ciro perfumes "were held at their peak level of volume in 1958" and plans laid for the domestic introduction of the Oh-La-La line.

Pharmaceutical activities of Warner-Chilcott Laboratories "were a leading source of growth in volume and profit in 1958." As indicated earlier, ethical pharmaceuticals and medicinal chemicals accounted for 22.8% of W-L's 1958 volume, second only to proprietary pharmaceuticals which were 40%. Peritrate with Nitroglycerin, used in the treatment of coronary disease, was introduced during the year, as were several other new formulations, including Sinutab, for sinus relief, available for over-the-counter purchase as well as on prescription.

A new professional publication, "World-Wide Abstracts of General Medicine," was launched last October for free distribution to 125,000 physicians. Warner-Chilcott specialties are the only products advertised in the publication. Ethical advertising is handled by a combination of an internal ad staff, which was increased last year, the Lambert & Feasley agency and two outside agencies, William Douglas McAdams and Sudler & Hennessey. Edward W. Whitney, formerly with Charles Pfizer & Co., was named vp in charge of advertiisng.

■ Introduction of the Pro Double Duty Toothbrush by the Pro-phy-lac-tic Brush Co. helped this division lift 1958 toothbrush sales and profits "by more than a third above 1957 levels." This division increased its private label output of brush and comb items last year, which "neutralized a moderate decrease in the sale of brushes outside the toothbrush category." Sales in the Prolon plastics division dropped and "operating substantially below capacity (Prolon) made no contribution to profit." Sales of Prolon-molded Melamine dinnerware also declined.

A sizable share of Warner-Lambert advertising, including the entire Hudnut-DuBarry division, was centralized at Lambert & Feasley by the end of 1958. It included Hudnut hair preparations, billing about $1,500,000, from Sullivan, Stauffer, Colwell & Bayles in May; DuBarry cosmetics and Sportsmen men's toiletries moved from Norman, Craig & Kummel, effective Jan. 1, as did New Faces, a facial cleanser put in test by NC&K in Washington, D. C., and Los Angeles; and Fizzies tablets moved over from Lennen & Newell in October. A line in the W-L annual statement reads: "Advertising agency income, royalties, interest and other income . . . $1,373,784." Lambert & Feasley billings for 1958 were reported in Advertising Age's annual billings issue as $12,970,900.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,635,213	$ 2,181,

Magazines	2,805,418	3,681,849
Farm Publications	29,805	116,995
Business Publications	534,200	481,300
Network Television	2,892,606	2,532,393
Spot Television	8,832,990	5,690,870
Total Measured	16,730,232	14,604,431
Total Unmeasured	11,939,768	13,305,569
Estimated Total Expenditure	28,670,000	28,000,000

WARNER-LAMBERT PRODUCTS DIVISION
Morris Plains, N. J.

MARKETING PERSONNEL

E. Lloyd Bernegger, president
Thomas J. McEwan, merchandising director
William P. Broas, sales director
Jettison E. Brown, general manager, new products
Robert M. MacFarlane, general manager, Anahist
John J. McClellan, vp and general manager, oral products
William H. Strawson, vp and general manager, Bromo-Seltzer, Fizzies

Advertising

Irvin W. Hoff, vp for advertising

ADVERTISING AGENCIES

Lambert & Feasley, New York—C. Douglas Morris, account supervisor—Listerine antiseptic, Listerine tooth paste, Antizyme, Ciro, Fizzies.

Ted Bates & Co., New York—C. L. MacNelly Jr., account supervisor, Don Ladd, account executive—Anahist and Super Anahist; Ross MacLennan, account supervisor, Virisan.

Warwick & Legler, New York—J. Lawrence Barnard, account supervisor, Bromo-Seltzer, new products.

HUDNUT-DuBARRY DIVISION
Morris Plains, N. J.

MARKETING PERSONNEL

George J. Abrams, president
Clifford W. Pettit, general sales manager
Edward M. Butler, manager, chain and wholesale drug sales
Sidney Warner, manager, food store sales
Irving Mettelmann, manager, department store sales
Henry O. Dow, marketing director, Hudnut-Sportsman
Jessica Canne, marketing manager, DuBarry

Advertising

Irvin W. Hoff, vp for advertising
Arthur Toft, advertising manager

ADVERTISING AGENCY

Lambert & Feasley, New York—J. Waite, account supervisor; Austin Gedney, account executive—Richard Hudnut hair products; Frank Ennis, account supervisor—DuBarry Sportsman.

WARNER-CHILCOTT LABORATORIES
Morris Plains, N. J.

MARKETING PERSONNEL

Sales

William N. Enes, director of sales
Tom G. Bastyr, field sales manager
Gerald M. Slade, manager of trade relations
Glenn A. Hastings, manager of sales promotion
Raphael Cohen, director of general diagnostic division
R. C. Thorne, manager of sales administration
Robert Whyte, manager, sales training

Advertising

Edward W. Whitney, vp, advertising
William H. Marsden, manager, advertising administration
Paul O. Bancroft, assistant advertising manager
Jean S. Travis, advertising production manager
Edward Colker, art director

ADVERTISING AGENCIES

William Douglas McAdams, New York—William F. B. O'Donnell, account executive.

Sudler & Hennessey, New York—Stewart Williams, account executive.

Lambert & Feasley, New York—Julian Garbat, account executive.

STANDARD LABORATORIES INC.
Morris Plains, N. J.

MARKETING PERSONNEL

Sales

Douglas Brown, president
Edward H. Fennell Jr., sales manager

Advertising

Cerf Berkley, advertising and sales promotion manager

ADVERTISING AGENCIES

Rockmore, New York—Leonard Shaub, account executive—Sloan's.

Noyes & Sproul, New York—R. A. Steindler, account executive—Veracolate laxative, Vince oral rinse. (Effective Jan. 1, Vince moves to Ted Gotthelf Associates, New York, with Mr. Gotthelf as account executive.)

PRO-PHY-LAC-TIC BRUSH DIVISION
Florence, Mass.

MARKETING PERSONNEL

Sales

George W. Young, vp in charge of sales
Rogert G. Clayton, vp in charge of merchandising
F. W. Squires, director of chain store sales
Victor S. Brand, eastern sales manager, New York City
George Royals, southwestern sales manager, Dallas
Harold C. Gardenier, western sales manager, Los Angeles
Raymond M. Vincunas, central sales manager, Chicago

ADVERTISING AGENCY

Lambert & Feasley, New York—Douglas G. Morris, account supervisor; Charles J. Lumb, account executive.

PROLON PLASTICS DIVISION
Florence, Mass.

MARKETING PERSONNEL

Sales

John H. Moore, vp and general sales manager
Elmer H. Thompson, vp, sales manager of custom moulding

ACTIVISM!
Who's got it?

How advertisers of
JEWELRY, OPTICAL GOODS & CAMERAS
rank national magazines
(Jan.-June, 1959)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$1,420,063
2.	Saturday Evening Post	1,114,577
3.	Look	495,707
4.	Reader's Digest	293,750
5.	National Geographic	254,309

BIGNESS
is a fact of LIFE

Source: P.I.B. (gross figures).

T. F. Wilson, vp, charge of dinner ware sales
Michael Murphy, eastern regional sales manager
Walter Schatz, midwest regional sales manager
Arnold Graff, west coast regional sales manager

Advertising

John H. Moore, vp, sales promotion and advertising, for Melmac tableware under the names Prolon, Florence, Beverly and Cadence

ADVERTISING AGENCY

Fletcher Richards, Calkins & Holden, New York—Sanford C. Smith, account executive.

INTERNATIONAL DIVISION

Morris Plains, N. J.

MARKETING PERSONNEL

H. J. Knowles, assistant advertising and promotion mgr., ethical drugs
Fred Nelson, advertising and promotion manager, cosmetics
R. A. Appels, assistant advertising and promotion manager, proprietaries

Wesson Oil & Snowdrift Co.

Wesson Oil & Snowdrift Co., New Orleans, is the nation's 99th largest advertiser, with total expenditures estimated at about $6,000,000 in 1958, including $5,431,346 in measured media. This was a drop from an estimated $8,000,000 in 1957, including $7,589,754 in measured media.

The company's 1959 advertising is running about 10% ahead of last year and is expected to be higher yet next year. Wesson dropped out of network tv in 1958, after spending $1,604,997 on it in 1957, and remains out. But spot tv expenditures, which dropped from $1,618,070 in 1957 to $778,740 in 1958, are scheduled to rise above both those figures this year.

■ In the fiscal year ended Aug. 31, 1958, sales dropped to $163,553,474 from $172,433,495 in the previous year, but net profit rose to $2,873,006 from $2,662,052 in the previous year—the first profit increase in four years. Previously, profits had declined largely for reasons described by board chairman A. Q. Petersen as "severe competitive conditions and a substantially increased advertising budget." In 1956 the company nearly doubled its ad expenditures to $8,000,000 from $4,250,000 in 1955.

Mr. Petersen explained in the 1958 annual report that tonnage and dollar sales dropped largely because of the reduced cotton crop, a reduction he said was "caused mainly by the soil bank program, in states where most of our oil mills are located. This resulted in a 25% reduction of our cottonseed crush. Sales of oil and shortening and earnings therefrom improved over the previous year."

In the current fiscal year, which will end at the close of this month, tonnage and dollar sales of edible fats and oils have risen. And another short cotton crop, which slowed the company's cottonseed crush production, plus lower prices on other products held sales almost even. In the fiscal nine months ended May 30, sales were $126,030,817, compared with $126,471,407 in the previous first nine months, as the net rose to $2,208,486 from $1,942,952.

The present cotton crop is good, and the company expects sales to reflect this in the coming year.

■ Wesson's big consumer product is Wesson oil, which ranks as the nation's largest selling salad oil and liquid shortening. Last fall it was backed by a $700,000 promotion, including a color spread in magazines, introducing a new free skillet cookbook.

Snowdrift, the company's consumer solid shortening, ranks second in the region where sold—the 22 southern and Pacific Coast states and metropolitan Chicago.

The company's MFB, Quik Blend and Wesson Oil (in 5 gal. cans) are three of the ten branded shortenings and cooking oils sold in bulk to the institutional and manufacturing food industry. Under the Blue Plate label, the company also sells margarine, mayonnaise, salad dressing, coffee, tea, peanut butter, canned vegetables, jams, jellies and seafood.

■ Subsidiary companies owned by Wesson are the South Texas Cotton Oil Co., Blue Plate Foods Inc., Wesson Oil & Snowdrift Sales Co., Southern Shell Fish Co., Southport Paint Co. and Fidelity Chemical Corp.

Wesson also lists the following "operating organizations": Meridian Fertilizer Factory, Hattiesburg, Miss.; Allen Gin & Milling Co., LaFayette, Ala.; Planters Gin Co., Clarence, La.; Hunter Gin Co., Cherry Valley, Ark.; East Point Gin Co., East Point, La.

In fiscal 1958 Wesson acquired the remaining capital stock of two small affiliated companies—Monroe Oil & Fertilizer Co., Monroe, Ga., which was liquidated and its net assets transferred to Wesson, and Zebulon Ginning & Fertilizer Co.

■ Wesson, which once was only a cottonseed processor, has placed increased emphasis on packaged foods and now operates six vegetable oil refineries and shortening packing plants in New Orleans, Chicago, Memphis, Houston, Savannah, and Bayonne, N.J. Based on latest reports, Hunt Food & Industries Inc. owns 27.5% of Wesson's outstanding common stock.

Only major development on the agency front was the departure this summer of L. F. Ohliger, Wesson oil account executive at Fitzgerald Advertising Agency, to join Leo Burnett Co., Chicago. Fitzgerald has not named a replacement.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 2,807,230	$ 2,516,264
Magazines	1,665,831	1,564,296
Farm Publications	——	64,600
Business Papers	117,000	100,000
Network Television	——	1,604,997
Spot Television	778,740	1,618,070
Outdoor	62,545	121,527
Total Measured	5,431,346	7,589,754
Total Unmeasured	568,654	410,246
Estimated Total Expenditure	6,000,000	8,000,000

MARKETING PERSONNEL

Sales, Marketing and Advertising

Miles J. Kehoe, vp

Sales

H. P. Rowley, vp and general sales manager for industrial products
W. F. Guinee, general sales manager, grocery products
Warren F. Firey, assistant sales manager
W. R. Lindstrom, assistant sales manager
Eric Lunau, market research director
E. H. Morrison, vp, chief executive officer, New York sales division
E. H. Thompson, chief administrative officer, New York sales division
H. C. Fisk, vp, New Orleans division
P. L. Brothers, vp, San Francisco division
M. D. Creasman, division sales manager, Chicago
G. F. Hendry, division sales manager, Savannah, Ga.
T. P. Martin, division sales manager, Houston

Advertising

H. D. Schneidau, assistant advertising manager

ADVERTISING AGENCY

Fitzgerald Advertising Agency, New Orleans—Robert Carley, account supervisor; John O'Connell, account executive, Snowdrift, and Jim McMahon, account executive, institutional products.

Westinghouse Electric Corp.

Westinghouse Electric Corp., Pittsburgh, was the 13th largest national advertiser in 1958, as the company reported a total expenditure of $37,000,000. Of this, $12,034,649 was in measured media.

The total expenditure was up 2.8% over the 1957 total of $36,000,000, including $12,735,048 in measured media. Westinghouse reported that 1959 expenditures will probably rise to $39,000,000.

■ Net sales billed in 1958 declined to $1,895,699,000, nearly 6% below the record $2,009,043,776 of 1957, a dip which the company attributed to the recession. The 1957 high had been set as the company came back strong after the worst industrial strike in 20 years in 1955-56.

Net income in 1958 rose 3% to $74,772,000, equal to $4.25 per common share, from $72,652,980, or $4.18 per share, in 1957. The increase was credited to "vigorous cost and expense controls."

Operating economies enabled the company to raise 1959 first half earnings another 14% to $34,150,000, or $1.92 a common share, from $29,973,000, or $1.70 a share, for the previous first half. Net sales billed slipped 1% to $914,204,000 from $923,961,000 a year earlier.

President Mark W. Cresap Jr. and chairman Gwilym A. Price said a drop in shipments of apparatus products caused the sales dip. But they said that, at midyear, new orders entered and backlogs were ahead of those of a year ago and predicted a sales increase in the second half, barring a long steel strike.

■ "Whereas consumer and lighter industrial lines experienced upturns earlier in the year," they said, "it is particularly encouraging that incoming orders for utility and industrial apparatus have shown a recent marked improvement."

Most of Westinghouse' business is industrial. The apparatus and general products divisions bill nearly two thirds of company volume, with the remainder going to the consumer products and defense products divisions.

■ Westinghouse advertising is headed by Roger H. Bolin, director of advertising. Reporting to him are three group advertising managers: S. F. Johnson, manager of apparatus advertising; W. T. Rush, manager of general products advertising; and E. W. Seay, manager of general advertising.

The big news in Westinghouse advertising this year was the launching of the company's Total Electric Home program. During 1959 Westinghouse is spending $2,500,000 to introduce the concept of a home in which electricity is the sole source of energy—a home where electricity illuminates cooks, launders, entertains, heats, cools and eases household tasks.

Television and print media are being used to get the "total electric home" idea across to the public. Included are 36 90-second commercials on Westinghouse Desilu Playhouse. The print campaign opened with a three-page, four-color ad in *Life* in June.

The campaign is aimed to benefit the company in these ways:

1. It is being used to broaden the market for electric appliances, and to establish a wide market for electric heating.

2. The increased use of electricity will in turn expand the market for the company's electric generating, transmission and distribution equipment.

McCann-Erickson is handling the campaign.

■ In 1958 Westinghouse purchased one of the largest television packages ever bought by a single sponsor. The company contracted with Desilu Studios for a series of weekly shows that started Oct. 6. The shows feature a new hour-long Westinghouse Desilu Playhouse with Desi Arnaz as host, featuring top flight stars, and seven one-hour special programs starring Desi Arnaz and Lucille Ball.

Several of the programs were among the top-rated of the season. The specials placed among the top spectaculars, and "The Untouchables," a Playhouse presentation, took the highest rating of any weekly drama of the season. The Feb. 16 Desi Arnaz telecast launched the Total Electric Home program and drew the highest Gallup-Robinson score of any three-minute commercial ever presented on a full-hour television program.

The company's tv commercials are prepared by McCann-Erickson, and cover a wide range of Westinghouse consumer products, plus corporate messages on atomic power, defense products, research, and the company's role in creating new things to improve the living standards of the American public.

■ A corporate campaign in print media, prepared by Ketchum, MacLeod & Grove, has stressed Westinghouse research and public service. In 1958-59 the campaign included an unusual series in *Time*, including a four-page gatefold last February, announcing the successful operation of the Westinghouse reactor-powered Shippingport atomic power plant.

Last August, the company's corporate campaign took advantage of a big news break. Immediately following the announcement that the atomic powered submarine Nautilus had crossed under the polar ice cap, a full page Westinghouse ad broke in 87 newspapers coast to coast. A few days later, when the atomic powered submarine Skate duplicated the Nautilus's feat, another full page was run in newspapers.

The newspaper ads were backed up by tv commercials covering the event on Studio One. When the Nautilus returned to New York Harbor, the company sponsored commercials on the "Today" show which covered the submarine's arrival. Full pages were placed in the major New York newspapers and a special 4½-minute commercial live from the deck of the Nautilus appeared that evening on Studio One.

This year *Newsweek* has been added to the corporate campaign.

■ Much of the Westinghouse advertising to the electric utility industry in 1958-59 was designed to show contributions the company makes toward product improvements stemming from basic research.

Late in 1958, the company staged a "Future Power Market Forum," a program presented to electric utility management every five years, which sets the keynote for all Westinghouse sales activities in this market. The three-day forum was held last January before 360 top customers. A three-hour capsule version hit the road last spring and played in 130 locations before 20,000 electric utility management people.

In 1958 Westinghouse continued its industrial "Power-Up" program, including a road show which toured the nation explaining the need for industries to mobilize the facilities to "power up" to meet the increasing production demands of the country. The show was put on in 129 cities for 42,000 industrialists in a 75-minute presentation, using professional Broadway actors. In 1959 the program is being expanded to concentrate on specific industries, including chemical, petroleum and paper. It is backed by a pinpointed campaign in business publications.

■ The 1959 aviation advertising program is designed to establish Westinghouse as a supplier to the space age industries. Ads in leading business publications and in magazines are covering test facilities equipment, ground handling equipment and electronic components.

Kicking off a "Build Business Electrically" program was a special section in *Qualified Contractor*, covering building modernization and including 24 pages of ads for Westinghouse divisions. The program is directed to the construction market, including electrical contractors, utilities and manufacturers, and aims to help building owners in modernization of commercial buildings.

The apparatus and general products advertising is serviced by Fuller & Smith & Ross.

■ The defense products group launched its 1959 campaign in nine publications in February, with a theme on Westinghouse "Capabilities for Defense." B&w spreads in pictorial-news style tell about the company's expanded defense program in research and development, engineering, manufacturing, detection, propulsion, aircraft electrical systems, electronics and other fields.

The Westinghouse Defense Products Group, which has established a central office in Washington, includes the following operating units: air arm division, Baltimore; electronics division, Baltimore; aviation gas turbine division, Kansas City; aircraft equipment department, Lima, O.; and ordnance department, Baltimore.

Ketchum, MacLeod & Grove, is the agency.

■ 1958 was a rough year for durable goods manufacturers in general and those serving homemakers in particular. But Westinghouse reported that its Consumer Products Group effected a sharp turnaround late in the year and that it is continuing to gain in 1959.

Westinghouse further refined three sales groups set up in 1957 to move major appliances, television receivers, stereophonic phonographs, room air conditioners, and dehumidifiers. These were:

1. Westinghouse Appliance Sales—a company-owned distributing organization which through 38 management locations moves products in certain specialized geographic territories.

2. A group of four area managers put in the field to make sure that the full resources of the major appliance and the television-radio divisions were behind the company's 21 independent distributors.

3. Teams of specialists—one on television-stereo, a second on laundry equipment and a third

ACTIVISM!
What's in it for you?

room air conditioners—sent to the field to supplement the work of distributors on their individual products.

▪ During 1958 Westinghouse Electric Supply Co., the firm's traditional distributing wing, was given divisional status within the Consumer Products Group. Stress was put on intensifying its selling effort for portable appliances and radios in 136 territories that its branches cover.

The Ogden Depot, contracted for in 1957, went into service in 1958. Its operation enabled the company to reduce field stock required to serve the area from Seattle to San Diego by 25% and at the same time get products to dealers in as few as three or four days as against two-to-six weeks required in the pre-Ogden era. The depot increased direct-to-dealer shipments from 15% in 1957 to 25% in 1958.

Westinghouse announced plans for erection of a similar depot at Columbus, O., which will do for distributors east of the Rocky Mountains what Ogden does for those on the West Coast.

▪ During 1958, the Consumer Products Group pushed a research and new products program.

The electric appliance divisions demonstrated experimental home appliances using two principles of great promise—thermoelectrics and ultrasonics. Adaptation of the thermoelectric principle to a baby bottle cooler-warmer and a dehumidifier promises a line of portable appliances based on the use of refrigeration. Use of the principle in a hostess cart and refrigerator indicated the possible application to housekeeping of a new concept of refrigeration. The major appliance division demonstrated how ultrasonics could be utilized to wash dishes.

During the year research activities in the application of the thermoelectric and electroluminescent principles were merged to create the first wall panel which may some day be used in home construction, providing heating, cooling, and light.

▪ Product improvement also made progress. The electric appliance divisions added both wood and steel kitchen cabinets to the major appliance line and became the first national brand manufacturer to market a portable evaporative cooler.

In major appliances, special top models of laundry equipment styled like furniture were shown. Two models of a Roll-About portable dishwasher were introduced along with a complete line of glass-lined water heaters.

In July, the portable appliance division added a complete line of five immersible appliances—sauce pan, Dutch oven, two fry pans, and a griddle—to the housewares line. Also introduced were a new spoutless coffeemaker, a new portable mixer, and new lines of electric bed coverings.

▪ During the year several developments in the lighting field were reported, including introduction of a new light bulb embodying the first change in the styling and design of standard household bulbs in 25 years.

The improved incandescent bulb is cylindrical in shape, and has a special electrostatic silica coating on the interior surface.

The bulb provides soft, glareless light with no loss in total light output. The last major change in light bulb shape occurred in 1919 when the objectionable looking glass tip was eliminated. The next important change took place in 1925 when the industry introduced inside frosted bulbs.

The lamp division added a new safety lamp which glows 10,000 hours on less than a penny's worth of electricity.

In the automotive field two new lighting products were introduced—a new automotive headlamp which provides nearly twice the brightness of ordinary headlamps on the lower beam, with no increase in battery drain, and an improved truck headlamp which will withstand ten times more shock as the result of a new filament wire developed by Westinghouse engineers.

▪ Television and newspapers continue as the key media for appliance promotions. The special shows in the new television series were used for initiating integrated promotions. The "Lucy Goes to Mexico" special, for example, spearheaded the "Fiesta of Values" national promotion.

Magazines were used extensively, too, for specialized advertising of Westinghouse features like the new meat keeper on refrigerators, the Serv-Temp roast guard on ranges and the program computer on clothes washers.

The Consumer Products advertising is handled by McCann-Erickson and Grey Advertising Agency.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 3,061,347	$ 2,686,786
Magazines	2,155,856	3,293,809
Farm Publications	116,535	156,912
Business Papers	1,930,500	1,740,000
Network Television	4,639,231	4,501,985
Spot Television	131,180	136,920
Outdoor	——	118,636
Total Measured	12,034,649	12,735,048
Total Unmeasured	24,965,351	23,264,952
Estimated Total Expenditure	37,000,000	36,000,000

PARENT COMPANY

Pittsburgh

MARKETING PERSONNEL

J. H. Jewell—vice-president in charge of marketing

Advertising

R. H. Bolin—director of advertising

E. W. Seay—manager of general advertising

S. F. Johnson—manager apparatus advertising

W. T. Rush—manager general products advertising

E. P. Rentler—budget manager

A. C. Dunham—manager corporate advertising—corporate print.

D. E. Bockover—manager of media

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Pittsburgh

APPARATUS DIVISIONS

A. C. Monteith, vp and general manager, apparatus divisions

MARKETING PERSONNEL

Advertising

S. F. Johnson, manager, apparatus advertising

T. J. Farrahy, assistant manager, apparatus advertising

P. J. Bridwell, manager, industrial products advertising

J. A. Cunningham, manager, electric utility products advertising

ADVERTISING AGENCY

Fuller & Smith & Ross, Pittsburgh.

GENERAL PRODUCTS DIVISIONS

MARKETING PERSONNEL

W. W. Sproul Jr., vp and general manager

SOMETHING MISSING

...LIKE CALIFORNIA WITHOUT THE BILLION-DOLLAR VALLEY OF THE BEES

✓ Actually, total effective buying income of more than $3 billion
✓ More effective buying income than Maine, Vermont and New Hampshire
✓ Not covered by San Francisco and Los Angeles newspapers

Newspapers from the salty ocean borders just don't get home to the folks in California's lush inland valley. Your printed message gets home to them most effectively in the three Bees. That's where your message belongs.

Data source: Sales Management's 1959 Copyrighted Survey

• THE SACRAMENTO BEE
• THE MODESTO BEE
• THE FRESNO BEE

McCLATCHY NEWSPAPERS

National Representatives . . . O'Mara & Ormsbee

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Advertising

W. T. Rush, manager, general products advertising

C. A. Boyles, assistant manager, general products advertising

R. R. Shepherd, advertising manager, agency & construction department

While the headquarters advertising department serves all Westinghouse apparatus, and atomic power divisions, as well as one of the general products divisions (Small Motor), seven of the general products divisions have their own advertising departments. Their executives include:

J. A. Gottfried, advertising manager, Micarta division, Hampton, S. C.

H. E. Newman, advertising manager, lighting division, Cleveland.

T. J. D. Dunphy, advertising manager, air conditioning division, Staunton, Va.

L. M. Brain, advertising and sales promotion manager, Bryant Electric Products, Bridgeport, Conn.

G. F. Heagney, advertising & sales promotion manager, x-ray & industrial electronics division, Baltimore

A. H. Monitto, advertising & sales promotion manager, elevator division, Jersey City, N. J.

J. Raffin, advertising & sales promotion manager, Sturtevant division, Hyde Park, Mass.

E. G. Subler, advertising & sales promotion manager, Standard Control division, Beaver, Pa.

F. X. Neary, merchandising manager, welding department, Buffalo

ADVERTISING AGENCY

Fuller & Smith & Ross, Pittsburgh.

CONSUMER PRODUCTS GROUP

MARKETING PERSONNEL

Chris J. Witting, vp and general manager of the Consumer Products Group, Pittsburgh

Richard J. Sargent, vp and general manager, marketing and distribution, Consumer Products Group, Pittsburgh

F. M. Sloan, vp, lamp division, Bloomfield, N. J.

John W. Craig, vp and general manager, electric appliance divisions, Columbus, O.

John J. Anderson, manager, major appliance division, Mansfield

S. J. Stephenson, manager, portable appliance division, Mansfield

E. J. Kelly, general manager, television-radio division, Metuchen, N. J.

B. W. Sauter, general manager, electronic tube division, Elmira, N. Y.

D. W. Gunther, manager, semiconductor department, Youngwood, Pa.

Advertising Managers

J. Gilbert Baird, sales promotion manager, Consumer Products Group, Mansfield

Robert Lynch, advertising manager, major appliance division, Mansfield

K. A. Donelson, advertising budget coordinator, major appliance division, Mansfield

C. N. Presnail, advertising manager, laundry department, Mansfield

R. D. Lindsay, advertising manager, range department, Mansfield

J. F. Moyer, advertising manager, refrigerator-freezer department, Columbus

V. C. Moe, advertising manager, water heater and kitchen utility dept., Columbus

R. O. Richards, advertising supervisor, custom kitchens and service dept., Mansfield

R. W. Gilbert, advertising supervisor, contract sales department, Mansfield

S. T. Clark, advertising supervisor, electrical housewares and bed coverings, Mansfield

W. H. Knoerr, advertising supervisor, room air conditioner department, E. Springfield

F. H. Ruth, advertising supervisor, fans, heaters, and vacuum cleaner dept., E. Springfield

H. R. Cummins, advertising supervisor, beverage, water cooler and dehumidifier dept., E. Springfield

Russell W. Johnson, advertising manager, tv-radio division, Metuchen

E. L. Hadley, assistant advertising manager, tv-radio division, Metuchen

Walter D. Scott, advertising manager, lamp division, Bloomfield, N. J.

J. P. Lynch, manager advertising and sales promotion, electronic tube division, Elmira

W. F. Pochal, semiconductor dept., Youngwood, Pa.

SALES AND MERCHANDISING HEADQUARTERS

WESTINGHOUSE ELECTRIC SUPPLY CO.

MARKETING PERSONNEL

B. H. Boatner, president, Westinghouse Electric Supply Co., distributor of apparatus and supplies, electrical housewares, and radio, Pittsburgh

A. D. Burke, general sales manager of specialty products, a department of Wesco's apparatus and supply division. Specialty products markets radios, housewares, and fans in metropolitan areas, Pittsburgh

Francis E. Mefford, general sales manager, Wesco apparatus and supply division, Pittsburgh

William B. Harper, sales manager, Wesco, inside apparatus and supplies, Pittsburgh

J. A. Denny, sales manager, Wesco, outside apparatus and supplies, Pittsburgh

Joseph W. Hartman, sales manager, Wesco, lighting and lamps, Pittsburgh

WESTINGHOUSE APPLIANCE SALES

MARKETING PERSONNEL

Louis G. Berger, general manager, Westinghouse Appliance Sales, distributor of major appliances, television receivers, stereo-fidelity instruments, room air conditioners, and dehumidifiers to retailers in Company-owned distribution areas, Pittsburgh

William A. Douglass, general sales manager, Westinghouse Appliance Sales, Pittsburgh

Regional Managers

W. E. Skinner, eastern region, Boston

S. J. Brechner, New York region, New York

L. M. Cronson, middle Atlantic region, Philadelphia

L. G. Hardy, southeastern region, Atlanta

J. W. Haynes, central region, Cleveland

R. W. Sanford, northwestern region, Chicago

S. T. Groves, southwestern region, St. Louis

M. B. Sauer, Pacific coast region, Los Angeles

Factory Representatives

M. E. Lanning, manager, southern area, Atlanta

W. T. Baker, manager, western area, San Lorenzo

H. R. Bryant, manager, central area, Chicago

J. F. O'Donnell, manager, eastern area, Mansfield

MAJOR APPLIANCE DIVISION

MARKETING PERSONNEL

John J. Anderson, general manager, major appliance division, Mansfield, O.

L. W. Smith, merchandise manager, major appliance division, Mansfield

J. R. Clemens, manager, sales planning, Mansfield

Donald Gifford, manager, dealer promotions, Mansfield

J. F. O'Donnell, manager, major accounts, Mansfield

R. Z. Sorenson, manager, utility sales, Mansfield

F. F. Edwards, manager, national accounts, Mansfield

J. D. Lee, manager, laundry equipment department, Mansfield

E. D. Kenna, merchandise manager, laundry equipment department, Mansfield

Robert P. Brook, manager, range department, Mansfield

Charles Kenny, merchandise manager, range department, Mansfield

W. M. Kline Jr., manager, custom kitchens and kitchen cabinet dept., Mansfield

John Hoffman, merchandise manager, custom kitchens and kitchen cabinet dept., Mansfield

Paul L. Heath, area merchandise manager, custom kitchens, Mansfield

W. Ross Arbuckle, manager, refrigerator-freezer department, Columbus

C. J. Vondran, merchandise manager, refrigerators, Columbus

E. H. Van Guelpen, merchandise manager, freezers, Columbus

W. E. Slabaugh Jr., manager, contract sales department, Mansfield

J. G. McKinley, merchandise manager, contract sales department, Mansfield

F. A. Lowery, manager, water heater and kitchen utilities department, Columbus

R. R. Wine, merchandise manager, dishwashers and food waste disposers, Columbus

W. M. Sayre, merchandise manager, water heaters, Columbus

F. E. Maguire Sr., merchandise manager, Mobile home and pre-fab department, Mansfield

PORTABLE APPLIANCE DIVISION

MARKETING PERSONNEL

S. J. Stephenson, manager, portable appliance division, Mansfield

E. S. Northup, manager, electric housewares and bed covering department, Mansfield

M. L. D'Ooge, merchandise manager, electric housewares, Mansfield

F. P. Walter, merchandise manager, bed covering, Mansfield

W. B. Massenburg, manager, fan-heater department, E. Springfield

Frank H. Ruth, merchandise manager, fan-heater department, E. Springfield

R. C. Ellsworth, manager, vacuum cleaner and floor polisher department, E. Springfield

F. P. Waters, merchandise manager, vacuum cleaner and floor polisher department, E. Springfield

J. E. Hugo, sales manager, portable appliance division, Mansfield, O.

W. M. Byrne, manager, eastern region, New York City

Elmer M. Binns, manager, middle Atlantic region, Philadelphia

A. D. Lynch, manager, southeast region, Atlanta

H. D. Kelty, manager, southwest region, St. Louis

G. N. Yezbak, manager, central region, Cleveland

William R. Cooney, manager, northwest region, Chicago

R. E. Savre, manager, Pacific Coast region, San Francisco

REFRIGERATION SPECIALTIES

MARKETING PERSONNEL

Richard S. Sheetz, manager, water cooler and dehumidifier dept., E. Springfield, Mass.

C. W. Paulson, manager, room air conditioner department, E. Springfield

John P. Moffitt, marketing manager, room air conditioner dept., E. Springfield

Paul A. Lovell, eastern and middle Atlantic region sales, room air conditioner dept., E. Springfield

Richard C. Walker, central and northwest region sales, room air conditioner dept., Chicago

Carl Harshbarger, south and southwest region sales, room air conditioner dept., Atlanta

W. M. Abbott, sales training manager and southwestern and Pacific Coast region sales, E. Springfield

E. C. Watts, manager, beverage cooler department, E. Springfield

E. G. Gordon, merchandise manager, beverage cooler department, E. Springfield

F. E. Moquin, merchandise manager, water cooler and dehumidifier department, E. Springfield

LAMP DIVISION

MARKETING PERSONNEL

F. M. Sloan, vp, lamp division, Bloomfield, N. J.

C. E. Erb, division marketing manager and manager, large lamp dept., Bloomfield

J. F. Kempf, general sales manager, Bloomfield

H. E. Plishker, merchandising manager, Bloomfield

R. E. Ebersole, manager, special accounts, Bloomfield

R. H. Voorhis, manager, market planning, Bloomfield

G. W. Howson, marketing manager, large lamp department, Bloomfield

R. M. Harris, marketing manager, miniature and automotive lamps, photo-miniature lamp dept., Bloomfield

Jack Gelok, marketing manager, lamp parts department, Bloomfield

E. S. Fisher, marketing manager, Ken-Rad Department, Owensboro, Ky.

H. J. Hanbury, marketing manager, photo lamps, photo-miniature lamp dept., Bloomfield

C. F. Jensen, marketing manager, rayescent lamps, Bloomfield, N. J.

A. B. Meredith Jr., retail sales manager, northeastern and Atlantic Sales regions, Bloomfield

R. L. Peloquin, retail sales manager, central and midwestern sales regions, Chicago

Raymond K. Leonard, retail sales manager, Pacific Coast, Los Angeles

TELEVISION-RADIO DIVISION

MARKETING PERSONNEL

E. J. Kelly, general manager, tv-radio division, Metuchen, N. J.

C. J. Urban, manager of marketing, tv-radio division, Metuchen

J. J. Eagan, tv-hi fi manager, Metuchen

H. Paxinos, tv-hi fi merchandise manager, Metuchen

E. D. Smithers, radio-phonograph manager, Metuchen

J. S. Farnell, radio-phono merchandise manager, Metuchen

G. L. Jolly, tv and hi fi sales, eastern zone, Metuchen

N. B. Scott, tv and hi fi sales, southeastern zone, Charlotte

G. C. MacDonald, tv and hi fi sales, central and mid-Atlantic zone, Pittsburgh

B. W. Bragg, tv and hi fi sales, southwestern zone, St. Louis

L. S. McLeod, tv and hi fi sales, northwestern zone, Chicago

J. P. Adams, tv and hi fi sales, Pacific zone, San Francisco

ELECTRONIC TUBE DIVISION

MARKETING PERSONNEL

B. W. Sauter, general manager, electronic tube division, Elmira, N. Y.

Louis Martin, general marketing manager, Elmira

C. E. Ramich, sales manager, industrial tubes, Elmira

J. J. Doyle, sales manager, renewal tubes, Elmira

C. R. Potter, manager, commercial engineering, Elmira

R. W. Andrews, manager, finished goods planning, Elmira

W. A. Hayes, sales manager, eastern region, Bloomfield, N. J.

H. G. Cheney, sales manager, midwest region, Chicago

E. F. Larson, sales manager, Pacific Coast region, Los Angeles

W. F. Baker, manager, renewal tube sales development, Elmira

SEMICONDUCTOR DEPARTMENT

MARKETING PERSONNEL

D. W. Gunther, manager, semiconductor department, Youngwood, Pa.

W. L. James, sales manager, Youngwood

E. L. Baughman, market analyst, Youngwood

ADVERTISING AGENCIES

McCann-Erickson, New York—all consumer products, except television, stereo-fidelity instruments, phonographs, and radio.

Grey Advertising Agency, New York—television, stereo-fidelity instruments, phonographs, and radio.

Wm. Wrigley Jr. Co.

Wm. Wrigley Jr. Co., Chicago, is the nation's 82nd largest advertiser with total 1958 expenditures estimated by ADVERTISING AGE at $9,000,000, of which $6,960,523 was in measured media. The previous year's expenditures were also estimated at $9,000,000, with $6,735,329 in measured media.

Wrigley's net sales in 1958 decreased to $91,349,130 from the 1957 total of $92,277,165. Profits also showed a decline to $10,208,143 in 1958 from $10,902,237 in 1957.

■ Except for a slight dip caused by general recession conditions in 1958, Wrigley sales have shown a steady rise in recent years. The 1958 sales were 26.6% higher than in 1950. Profits have decreased 15.2% over the same seven-year period, but were still a healthy 11.2% of sales in 1958.

In the first half of 1959, net sales rose to $46,521,256, compared with $45,098,744 in the 1958 first half. Net earnings were $5,191,584, off slightly from $5,325,275 in the previous first half.

Wrigley does not disclose the sales and advertising percentages for its three major chewing gums—Wrigley's Spearmint, Doublemint and Juicy Fruit—but admits that they rank in that order. The company has another brand, P-K, which is not usually advertised. However, a 13-week test campaign using newspapers, radio and car cards was launched in New York City in June. The company is the nation's largest chewing gum manufacturer and is estimated to have about 45% of the market.

■ Wrigley can also boast about the price constancy of its package of gum—it's been 5¢ since 1892.

The biggest proportion of Wrigley's advertising goes into measured media. Of the remainder, a big share goes into transportation advertising. Transportation ad expenditures for 1958, however, were down slightly from the 1957 total of $1,200,000. Wrigley dropped out of network tv in 1957 and added almost $1,000,000 to its spot tv expenditures.

ADVERTISING EXPENDITURES

	1958	1957
Newspapers	$ 1,982,706	$ 2,030,673
Magazines	533,602	486,352
Business Papers	79,200	71,400
Outdoor	2,293,025	2,178,904
Spot Television	2,071,990	1,968,000
Total Measured	$ 6,960,523	$ 6,735,329
Total Unmeasured	2,039,477	2,264,671
Estimated Total Expenditure	$ 9,000,000	$ 9,000,000

MARKETING PERSONNEL

Sales

Philip K. Wrigley, president

A. G. Atwater, sales vp

C. J. McCready, assistant to sales vp

District Sales Managers

H. J. Cook, assistant vp, New York

W. R. Eichele, Cleveland

F. P. Houck, Chicago

C. J. Hough, Atlanta

D. J. Clements, Dallas

W. C. Page, San Francisco

Advertising

Wrigley Offield, advertising manager

ADVERTISING AGENCIES

Arthur Meyerhoff & Co., Chicago—Arthur Meyerhoff, Myron E. Chon and George A. Taylor, account supervisors.

Charles W. Wrigley Co., Chicago—outdoor—Melvin C. Keyser, account supervisor.

Frances Hooper Advertising Agency, Chicago—women's and educational markets—Frances Hooper, account supervisor.

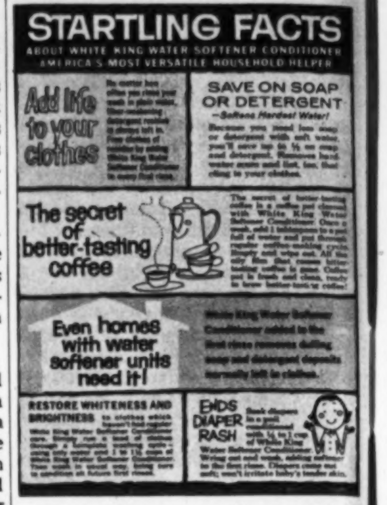
Erwin Wasey, Ruthrauff & Ryan, Chicago—R. W. Metzger, account supervisor; Irene Small, account executive.

Eddy-Rucker-Nickels Co., Cambridge, Mass.—eastern car cards—Frederick H. Nickels, account executive.

Brick Muller & Associates, Memphis—radio spots—Brick Muller, account supervisor.

Bresler Joins Leber & Katz

Harvey J. Bresler, formerly vp and marketing director of Daniel & Charles, New York, has joined Leber & Katz, New York, in the same capacity.


STARTLING FACTS
ABOUT WHITE KING WATER SOFTENER CONDITIONER
AMERICA'S MOST VERSATILE HOUSEHOLD HELPER
Add life to your clothes
SAVE ON SOAP OR DETERGENT
—Softens Hardest Water!
The secret of better-tasting coffee
Even homes with water softener units need it!
RESTORE WHITENESS AND BRIGHTNESS
ENDS DIAPER RASH

VERSATILE—*This two-color insertion for White King Soap Co.'s water softener-conditioner, appearing in the September Readers' Digest, combines all salient copy points made in previous ads. Erwin Wasey, Ruthrauff & Ryan, Los Angeles, is the agency.*

Linage in Dailies Gains 11.3% in July; Automotive Up 39.1%

NEW YORK, Aug. 25—Newspaper advertising in July totaled 220,351,342 lines, an 11.3% gain over linage reported in July last year, according to a Media Records check of newspapers in 52 cities.

Linage for the first seven months of 1959 was reported at 1.6 billion lines, a 6.4% increase over the 1.5 billion lines reported for the like period in 1958.

Biggest gains in July were reported for the automotive, classified and financial categories. Automotive linage for the month was 14,397,782 lines, up 39.1% from 10,348,869 lines in July, 1958. Classified linage, at 63,390,054, gained 23.2% over July last year. Financial linage, 5,034,825 lines in July, showed a 14.3% increase over last year. Other gains in July were reported in retail linage (up 5.4%), general (up 0.1%) and total display (up 7.1%). #

Soaps, Detergents Show Dollar Gain in 1st 6 Months

Sales of soap and synthetic detergents in the first six months of 1959 totaled 2,062,686,000 lbs. valued at $526,142,000, an increase of 4.9% and 6.2% respectively, over the 1958 figure, according to a quarterly sales census conducted by the Assn. of American Soap & Glycerine Producers, New York.

Synthetic detergent sales amounted to 1,540,602,000 lbs. with a value of $372,996,000, an increase of 7.9% in quantity and 6.9% in dollars. Sales of liquid synthetic detergents were up 32.2% in lbs. and 29.4% in dollars. Solid synthetic detergent sales increased 3.9% in lbs. and 0.7% in dollars from last year. Soap sales amounted to 522,084,000 lbs. valued at $153,146,000, a 2.9% decrease in lbs. and a 1.4% increase in dollars. Scouring cleanser sales totaled 191,671,000 in lbs. and $26,733,000 during the first six months of this year. No comparisons with 1958 are possible because this is the first year the association has collected sales data on scouring cleansers.

'Seventeen' Had 199.9 Pages

Seventeen had 199.9 pages of advertising in its August, 1958, issue, not 299.9 pages as incorrectly reported in ADVERTISING AGE's Aug. 24 linage tabulation. In August, 1959, *Seventeen* had 218.2 pages of advertising.

Firestone Buys Ike-Nikita Parley Package on CBS

(*Continued from Page 3*)

vertising funds to this kind of buy again sets this company apart as one much less concerned with high ratings and cost-per-1,000 figures than the average tv sponsor. There is a great historic significance in the U.S.-U.S.S.R. exchanges, but news in the past has not attracted anything like the size of the audience garnered by escapist entertainment fare.

▪ There will be no product sell on these programs, the first of which was telecast last night to cover the President's visit to West Germany. Harvey S. Firestone Jr., chairman of the tire company, appeared briefly to open the series.

The second program, on Aug. 30, will cover Mr. Eisenhower's visit to England and Scotland. The third telecast, Sept. 3, will report on his conference with Gen. de Gaulle, in Paris. On Sept. 6, there will be a summing up of the results of the conferences with the heads of the various western governments. The other ten shows in the series will chronicle Premier Khrushchev's visit to this country and President Eisenhower's trip to Russia.

▪ The significance of this sale was emphasized by Louis G. Cowan, president of CBS-TV: "This series of 14 broadcasts marks another step forward in the vitally important and exciting realization of the informational power of television. We are deeply proud that Firestone, one of the great industrial leaders of the world, is, through its sponsorship of the series, joining us in our effort to chronicle through television this epic-making and historic event."

These news specials were offered first to General Motors, via Campbell-Ewald, but the automobile maker decided they weren't suitable for the introduction of new models. Campbell-Ewald then recommended the package to another client, Firestone. This company had been without tv plans since the "Voice of Firestone" was evicted from its choice nighttime spot at ABC.

The CBS buy represents new tv money in the Campbell-Ewald shop. The agency of record on the old "Voice" musical was Sweeney & James.

▪ All the networks gave heavy coverage to Vice-President Nixon's recent good will trip to Russia, but despite their headline quality, these programs went sustaining. However, industry observers noted a basic difference between Mr. Nixon's trip and the Eisenhower-Khrushchev meetings. Commented one agency man: "With Mr. Nixon, there was an obvious problem. No advertiser could afford to be in the position of sponsoring a man who will be a Presidential candidate soon. But Mr. Eisenhower is not going to Russia as a Republican; he's going to Russia as the President. And who knows? These meetings may bring the most significant developments in this decade of history." #

PULLET PULL—*This three-dimensional panel was created for Gristede Bros., New York food chain, by H. R. Inc., New York, to help draw dinner-minded housewives to the poultry department in the chain's stores.*

Planters Ltd. Names MacLaren

Planters Nut & Chocolate Co. Ltd., Toronto, has named MacLaren Advertising Co. to handle advertising of its salted nuts, nut confections and peanut butter, beginning Sept. 1. The account has been with Stanfield, Johnson & Hill. In the U. S., Planters, a Wilkes-Barre, Pa., company, is handled by Don Kemper Co., Chicago, and the Pacific Coast division of Fletcher Richards, Calkins & Holden.

Kelly Joins Tribble

John L. Kelly has been appointed director of sales of Tribble Advertising Co., San Antonio. He formerly was sales manager and in charge of national contacts of Naegele Outdoor Advertising Co., Evansville, Ind.

How advertisers of

AUTOMOTIVE, AUTOMOTIVE EQUIPMENT & ACCESSORIES

rank national magazines

(Jan.-June, 1959)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$10,866,140
2.	Saturday Evening Post	9,243,474
3.	Time	3,697,350
4.	Reader's Digest	3,007,425
5.	Look	2,844,014

BIGNESS is a fact of LIFE

Source: P.I.B. (gross figures).

Bank Doesn't Own Masius & Fergusson; It Owns Service Company Doing the Work

(Continued from Page 3)

vide professional, non-professional, technical, secretarial, clerical, artistic and other services; provide premises; supply staff and management and other requirements for business or professional purposes.

On the same day that Masius & Fergusson changed its name to Maspar Services Ltd., and its function to that of providing professional facilities and services, a new company was formed under the Masius & Fergusson name to carry on a business as advertising agents.

■ The new Masius & Fergusson is indeed, as Mr. Masius says, controlled by its directors, all of whom are active in the agency. The principal stockholder is Mr. Masius, who holds 10,496 of the 14,000 A shares, according to available records. But these same records show that on Dec. 9, 1958, something called Nutraco Nominees Ltd. owned 15,000 preferred shares of Maspar Services and 14,997 ordinary shares. The three remaining common shares were held, one each, by Seligman Trust Ltd., Straker Smith and F. S. Smith, all of 9-13 King William St. (the address of S. G. Warburg & Co.).

Nutraco Nominees, now the dominant stockholder in Maspar Services Ltd., was formed on June 11, 1937. It has a capital of 100 shares, 98 of them now held by S. G. Warburg.

■ In effect, the company known here up to 1957 as Masius & Fergusson has been split into two separate units. One unit, Maspar Services, is by far the larger segment, having the facilities for the production of advertising although it does not function legally as an advertising agent. This unit is controlled by Warburg's Bank.

The second unit is the post-1957 Masius & Fergusson. This unit is owned and controlled by a board of directors composed of working advertising men who controlled the pre-1957 Masius & Fergusson. It functions as an advertising agency.

It seems clear that Warburg obtained control of Maspar by purchasing the stock of the company from Mr. Masius and his co-stockholders in the pre-1957 Masius & Fergusson.

■ The records do not indicate any financial arrangements between the new Masius & Fergusson and the old Masius & Fergusson (now Maspar Services). The presumption is strong, however, that the clients of M&F get their advertising produced by the Warburg-controlled Maspar Services.

In Britain, there is no tax on capital gains. It would appear that the owners of the pre-1987 Masius & Fergusson were able to make a capital gain by the sale of their stock to S. G. Warburg. Meanwhile, by organizing two different companies, they continue to control the company which is acting in advertising agency capacity. #

Ocean Spray Cranberries New Name of Cranberry Assn.

The National Cranberry Assn. has changed its corporate name to Ocean Spray Cranberries Inc. at the 29th annual meeting of the cooperative held in Hanson, Mass.

Ocean Spray announced that it will launch a broadened institutional sales program this fall, to be headed by William G. Hutchinson, sales manager, institutional, formerly with the Cling Peach Advisory Board. The first step will be the development of a new series of quantity cranberry recipes and selling aids for the trade.

Dodge Boosts Johnson, Others

H. J. Johnson, formerly southern area sales manager of the Dodge division of Chrysler Corp., has been promoted to eastern area sales manager with headquarters in New York. E. J. Newton has been named to succeed Mr. Johnson. Other Dodge appointments as regional sales managers include J. F. Walters in Detroit, N. K. Harris in Pittsburgh, R. S. Swain in Memphis and R. E. Bauer to the national business management staff in Detroit.

Phoenix Television Formed

Great American Publications, New York, has announced the formation of a wholly owned subsidiary, Phoenix Television Co., which will produce tv film and tape shows and will negotiate for the purchase of tv and radio properties. John B. Cron, formerly managing director of European operations for Screen Gems, has been named president of the new company. Great American publishes several automotive magazines and crossword puzzle books.

Williams Agency Moves

Williams Advertising Agency, New York, has moved to new offices at 5 E. 40th St.

MORTON SALT
WHEN IT RAINS IT POURS
Bread with a bonus!
Sunbeam
Schaefer BEER
In golf circles, it's 'Schaefer all around!'

STARCH WINNERS—*These are the three top outdoor posters among the best-remembered 10 reported by Starch for the four weeks ended July 8. Morton salt received a 78 copy performance index rating (per cent of people over 10 interviewed in 28 markets who remembered seeing the posters). Sunbeam bread received 76, and Schaefer beer 68. The remaining seven posters and index ratings, in order, are: Budweiser beer, 67; Pepsi-Cola, 57; Amoco gas, 58; Falstaff beer (man), 56; Old Sunnybrook whisky, 55; Richfield of New York, 53, and Falstaff beer (girl), 51.*

Five Newcomers Are Among Top Net TV Spenders

(Continued from Page 2)

gross time expenditures of slightly more than $14,000,000. Lever Bros. was next, with nearly $8,500,000; this was more than $3,000,000 ahead of Lever's second quarter spending level in '58. American Home Products also accelerated its network activity, zooming into third place.

■ There was a greater turnover among brand rankings in the second quarter of this year than there was last year. Nine different names appeared in this list of top 25. They included Colgate regular and aerosol dental cream, Phillies cigars, Dristan, Handy Andy cleaner, Salem, Crest, Beech-Nut, Bulova and Alka-Seltzer.

A small-ticket item was the brand most heavily advertised in network tv during April, May and June. Anacin headed the list, with more than $2,400,000. In second place was a heavy goods entry—Chevrolet, with more than $2,100,000.

Gross time sales for the first half of the year for network tv were running 9.3% ahead of the 1958 figure. The most active product classifications in the medium were food, toiletries and toilet goods, smoking materials and drugs. #

Top 25 Network Television Advertisers

Second Quarter—1959 vs. 1958

By Company

1959 Rank	1959	1958
1. Procter & Gamble	$14,067,431	$13,057,882
2. Lever Bros.	8,493,654	5,217,660
3. American Home Products	6,755,167	4,121,302
4. Colgate-Palmolive	5,876,904	5,299,186
5. General Motors	5,402,297	5,763,975
6. General Foods	4,966,484	5,337,899
7. R. J. Reynolds	3,970,790	4,169,486
8. P. Lorillard	3,318,112	2,065,500
9. General Mills	3,307,724	2,399,538
10. Sterling Drug	3,220,155	2,335,641
11. Bristol-Myers	3,099,453	3,748,943
12. Gillette Co.	2,967,125	4,107,370
13. Liggett & Myers	2,962,154	2,532,264
14. Ford Motor Co.	2,703,465	2,992,374
15. American Tobacco	2,572,344	3,013,044
16. Chrysler Corp.	2,249,020	4,344,806
17. Pharmaceuticals Inc.	2,175,522	2,484,122
18. Standard Brands	1,856,852	1,397,548
19. Miles Laboratories	1,840,899	1,129,285
20. S. C. Johnson & Son	1,719,123	1,182,607
21. National Biscuit Co.	1,714,711	638,657
22. Brown & Williamson	1,707,999	2,084,982
23. Philip Morris Inc.	1,684,757	625,096
24. Bayuk Cigars	1,565,090	#
25. Eastman Kodak Co.	1,562,450	1,595,492

#Not in the medium.

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports. Gross time charges only.

By Brand

1959 Rank	1959	1958
1. Anacin tablets	$ 2,415,775	$ 1,888,292
2. Chevrolet passenger cars	2,126,684	1,803,162
3. Tide	1,925,987	2,162,490
4. Kent cigarets	1,873,261	1,007,677
5. Ford passenger cars	1,834,566	1,540,234
6. Colgate regular & aerosol dental cream	1,768,131	671,954
7. Gleem regular & aerosol toothpaste	1,660,063	991,526
8. Phillies cigars	1,565,090	#
9. Camel cigarets	1,556,717	1,485,269
10. Dristan	1,405,137	484,564
11. Winston cigarets	1,371,823	1,909,594
12. Bayer aspirin	1,332,009	844,294
13. L&M filter tip cigarets	1,324,438	1,143,267
14. Bufferin	1,272,085	1,208,317
15. Dodge passenger cars	1,267,994	1,569,738
16. Handy Andy liquid household cleaner	1,242,026	A
17. Viceroy cigarets	1,234,975	1,628,189
18. Chesterfield cigarets	1,100,463	906,406
19. Salem cigarets	1,028,861	774,623
20. Crest toothpaste	1,018,087	297,000
21. Pall Mall cigarets	1,011,582	914,037
22. Beech Nut gum	1,002,310	491,974
23. Bulova watches	997,385	213,150
24. Alka Seltzer	968,578	784,548
25. Prudential Insurance	962,418	949,199

#Not in the medium.

A—Then a new product, not yet in national distribution.

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports. Gross time charges only.

Auto Experience Gets Kudner Big Slice of Renault

(Continued from Page 2)

tions, reduced Kudner to a $20,000,000 agency. At its high point, in 1956, it billed $66,000,000.

Kudner is still the agency of record for General Motors institutional advertising and for GM's Allison engine and Fisher body divisions. A good many of the Buick veterans have left the shop, but Kudner hopes to rehire at least one of them to head up the Renault account.

Mr. Kent said he was primarily interested in an agency whose top management had a strong automotive background.

It is ironic that Kudner is reentering the automotive scene via the radio-tv route, when one of the reasons cited for its loss of Buick was "inept" television handling of the Jackson-Patterson heavyweight fight, in September, 1957 (AA, Dec. 23, '57).

■ In announcing Kudner's appointment, Mr. Kent said Renault is expanding its advertising in the last quarter of the year to bring its total outlay for 1959 to approximately $5,000,000. This budget is split 50-50 between print and radio-tv.

Mr. Kent emphatically denied a published report that Kudner will get the entire account if it does a good job in radio-tv. He insisted that the print campaign will remain with Needham, Louis.

Renault, second to Volkswagen in imported car sales, expects to sell nearly 100,000 units here this year—more than double its 1958 volume. Mr. Kent conceded that the advertising cost of $50 per car sold is "extremely high," but he likened this campaign to an introduction of a new soap product.

He pointed out that Renault is still in the process of becoming established here. "Our aim," he added, "is to become a permanent part of the American automobile scene."

■ Renault will be using network radio in the last quarter of this year for the first time. It will sponsor "NBC News on the Hour," a five-minute program carried over 185 stations, airing 43 commercials a week.

In television, Renault will be a sponsor on three shows: Ed Sullivan's special 90-minute telecast from Moscow on CBS Sept. 28; a new half-hour western, "The Plainsman," starting on NBC Oct. 1, and a 90-minute color spectacular, "The Moon & Sixpence," on NBC Oct. 30.

Magazine advertising also is being expanded with the addition of *Better Homes & Gardens* and *The Saturday Evening Post* to the schedule in the last quarter of 1959. Regular schedules will continue in *Esquire, Holiday, Ladies' Home Journal, Life, Newsweek, Playboy, Sports Illustrated* and *Time.*

■ Next month Renault will again be taking dealers and distributors to the annual Paris auto show; this year the party is going by boat for the first time. Dealers, distributors, Renault personnel and wives will board the French liner Liberte Sept. 29. Meetings will be held each day on the ship. Also scheduled to make this trip are John Brooks, account executive, and George Soter, copy director, in Needham, Louis & Brorby's New York office.

The Kudner account executive, when he is selected, also may make the trip. #

Edgar Stern, WDSU Chairman, Stricken on Train, Is Dead

PRICE, UTAH, Aug. 25—Edgar Bloom Stern, 73, chairman of WDSU Broadcasting Co., New Orleans, which operates several radio and television stations in Louisiana, died yesterday at a hospital here, presumably of a heart attack, after becoming ill aboard a train near here.

Mr. Stern had been active in civic, business and philanthropic affairs in Louisiana for nearly 50 years. Born in New Orleans, he attended Tulane University but took his B.A. degree at Harvard University. During World War I, he was a captain in the Army ordnance department.

He was in the cotton business most of his life, with Lehman, Stern & Co., and served as president of the New Orleans Cotton Exchange in 1927-28. He was also a director of Sears, Roebuck & Co. He owned WDSU-TV, first television station in New Orleans.

Mr. Stern had served as a member of the charter revision committee of the city of New Orleans; as chairman of the development committee of the United Fund; as a member of the New Orleans school board and parkway commission, and as a member of the public welfare commission of Louisiana. He also was active in various charitable organizations.

His son, Edgar Jr., owns 67% of the outstanding stock of WDSU Broadcasting Co. and is its president.

JOHN G. STOLL

LEXINGTON, KY., Aug. 26—John G. Stoll, 80, editor and publisher of the *Lexington Leader*, died today at his home here. He had been in ill health for some time.

Mr. Stoll was the president and principal stockholder of the Lexington Herald-Leader Co., incorporated in 1953 to publish the *Lexington Herald*, the *Leader* and the *Sunday Herald-Leader*. Before the corporation was formed, Mr. Stoll was owner and publisher of the three newspapers. He acquired the *Leader* in 1914, the *Herald* in 1937.

Born in Lexington, Mr. Stoll attended the University of Kentucky from 1894 to 1896 and Phillips Academy, Andover, Mass., in 1898.

He served as a member of the Kentucky house of representatives in 1912 and as a member of the state efficiency commission in 1924. He was active in Republican politics locally and throughout the state all his life.

He was president of the Lexington Water Co. from 1907 until 1926. He served as president of the Phoenix Hotel Co. and the First National Bank, as well as in other business posts.

EARL J. HUDSON

LOS ANGELES, Aug. 25—Earl J. Hudson, 67, vp of American Broadcasting-Paramount Theaters, died Aug. 21 at Mount Sinai Hospital here. He was succeeded last December as vp in charge of the western division by James G. Riddell, and was given a five-year contract to serve the company in an advisory capacity and to handle special projects.

Born in Elgin, Ill., Mr. Hudson started his career as a reporter for the *Elgin Daily News*. Later he worked for the Chicago City News Bureau and the Associated Press. In 1920 he joined the publicity department of First National Pictures and later became executive assistant to the general manager. In 1922 he was appointed general manager and went to Hollywood.

In 1928 he left First National to become a producer for Metro-Goldwyn-Mayer. In 1929 he became vp and general manager of Angus Co., which published a number of business and general magazines.

Mr. Hudson became director of publicity for United Detroit Theaters Corp. in 1934 and later became president of that organization. In 1951 he joined American Broadcasting-Paramount Theaters, when United Paramount Theaters, of which the Detroit group was a part, was merged with American Broadcasting Co.

JOHN K. DUNN

LINDENHURST, L.I., Aug. 25—John K. Dunn, 49, advertising sales representative of New York Subways Advertising Co., New York, died Aug. 22 after a heart attack in his home here.

Mr. Dunn began his career in advertising with Outdoor Advertising Inc. In 1944, he joined New York Subways. Ten years later he left the company to take over as vp in charge of sales at National Transitads. In 1958, Mr. Dunn rejoined New York Subways as a senior sales representative attached to the New York office.

HOWARD HAUCK

COLUMBUS, Aug. 25—Howard A. Hauck, 58, circulation director of the Dispatch Printing Co., died of cancer at his home here Aug. 23.

Mr. Hauck began his career with the *Columbus Dispatch* as a newsboy when he was 13.

In 1920 he became district circulation manager, and in 1945 he was named general circulation manager. In 1955 he was appointed circulation director of the Dispatch Printing Co., which publishes the afternoon *Dispatch*, the morning *Ohio State Journal*, and the weekly *Columbus Star*.

WARREN HUNT

MERIDEN, CONN., Aug. 25—Warren H. Hunt, 53, senior member of the *Meriden Record* advertising department, died Aug. 16, following a heart attack. He joined the daily's department in June, 1928, subsequently handling hundreds of local accounts.

EDWARD TAYLOR

MEMPHIS, Aug. 25—Edward Taylor, 88, former business manager of the *Miami Herald* and later publisher of the *Times*, Melbourne, Fla., died at a Memphis hospital Aug. 21.

MARK P. JONES JR.

SEARCY, ARK., Aug. 25—Mark Perrin Jones Jr., 57, publisher of the *Searcy Daily Citizen*, died Aug. 20 after a heart attack at his home here. Mr. Jones became business manager of the Citizen Publishing Co. in 1930 and became its head in 1940. He was a past president of the Arkansas Press Assn.

ARTHUR C. MORTON

TORONTO, Aug. 25—Arthur Cranswick Morton, 75, who retired in 1944 as vp and general manager of the *Montreal Herald*, died here Aug. 21. The *Herald* was absorbed by the *Montreal Star* last year. Mr. Morton published *Canadian Mail*, a journal of opinion, until his death.

PAUL R. TURNER

CHICAGO, Aug. 25—Paul R. Turner, 65, former sales director of General Motors Corp.'s Electro-Motive division, McCook, Ill., died Aug. 24 in Billings Hospital.

Mr. Turner retired March 31 after 37 years with the corporation. Last April he was elected president of the Trailer-Train Corp., a company owned jointly by several railroads, which had been organized to promote movement of truck semi-trailers by rail.

Mr. Turner helped organize Electro-Motive Engineering Co. in Cleveland in 1922; it was bought by General Motors a few years later and moved to the Chicago area in 1935. #

'Houston Post' Starts $1,000,000 Expansion Move

The *Houston Post* has embarked on an expansion program which will cost more than $1,000,000. The newspaper's pressroom will be tripled in size by the addition of two new bays, and seven new press units and one new folder will be installed. With the additional presses, the *Post* will be able to print up to 96 pages in eight sections in four colors in a single press run. With present equipment full color can be printed on editions of up to 64 pages.

Co-Sponsor Trend Noted

Ziv Television Programs, New York, tv film distributor, arranged a total of 565 co-sponsorship tie-ins between 1,130 non-competing advertisers during the first six months of 1959 for its syndicated series. This is a 62% increase over three years ago. The majority of co-sponsor arrangements include two advertisers sharing the cost on a 50-50 basis for a full year. Other deals are between two separate divisions of national advertisers, national advertisers alternating with local businesses, and regional advertisers sharing with local participating companies.

Rosenberg Joins Reach

Ralph Rosenberg Jr., copy group head of Lennen & Newell for the past three years, has joined Reach, McClinton & Co., New York, as vp and copy director. Besides his copywriting background, he has written more than 6,000 radio scripts, including 200 "Boston Blackie" scripts and 500 episodes of "The Cisco Kid."

Mather & Crowther Has Daxaids

Mather & Crowther, London, handles advertising for Daxaids digestion tablets, a product of Universal Laboratories Ltd., British subsidiary of Chas. Pfizer & Co. In its July 13 issue ADVERTISING AGE incorrectly reported that the Daxaids account had been moved to Masius & Fergusson.

Dick Smith Joins C-E

Warren R. (Dick) Smith, formerly with Campbell-Mithun, Chicago, has joined the New York office of Campbell-Ewald Co. as an account representative on Chevrolet. He will be on the agency's field relations staff, serving the Chevrolet Atlantic Coast region.

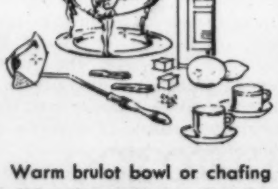
Knoll Names Fitzsimmons

Knoll Pharmaceutical Co., Orange, N. J., has appointed Donald F. Fitzsimmons Inc., New York, to handle advertising for Dilaudid, a morphine derivative used to relieve intense pain in such cases as inoperable cancer and renal colic.

Café Brulot.. old New Orleans Favorite

As served by Foster Dauzat at Arnaud's

Here's how to make it:



Warm brulot bowl or chafing dish thoroughly with hot water; pour out water. Place in bowl ½ lemon peel, ½ orange peel, 2 crumbled cinnamon sticks, 8-10 whole cloves, 2-4 lumps sugar. Add 4 oz. brandy. Dip out spoonful of mixture (including 1 lump sugar); warm spoon with match. Ignite spoon's contents. Lower into bowl; contents will flame. Very slowly add 4 demitasses of strong black coffee. Let contents flame short time; stir to extinguish. Serve.

WWL-TV . . . new NEW ORLEANS FAVORITE

—41.2% of the audience, sign-on to sign-off Sunday through Saturday*

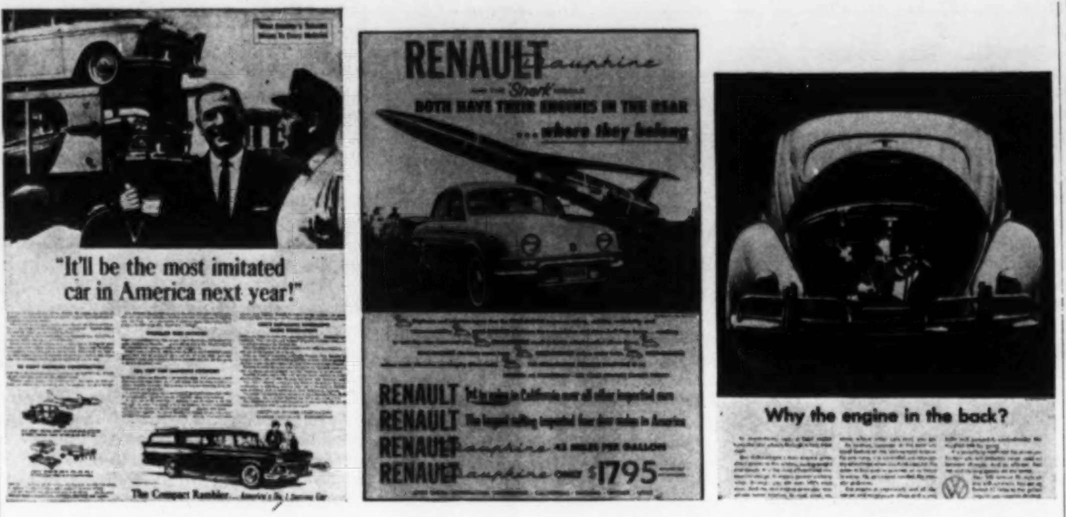
—8 of the top 15 programs

—6 of the top 10 syndicated shows

Get the complete story on the fast-changing New Orleans television picture from your Katz representative.

*May, 1959, ARB

CBS WWL-TV NEW ORLEANS


"It'll be the most imitated car in America next year!"
The Compact Rambler
RENAULT Dauphine
Shark
BOTH HAVE THEIR ENGINES IN THE REAR
...where they belong
RENAULT
RENAULT
RENAULT Dauphine 42 MILES PER GALLON
RENAULT Dauphine ONLY $1795
Why the engine in the back?

ENGINE FIGHTERS—*Battle lines in the small car war stimulated by major U.S. car makers entering their own economy-size models shape up as Rambler boasts it will be "the most imitated car in America" and Renault and Volkswagen start propagandizing on the virtues of rear-engine propulsion.*

Rival Publishers Bicker in Ads for 'Lady Chatterley'

(*Continued from Page* 3)

tise that the Grove edition is not the only unexpurgated and authorized edition "with the same prominence and frequency accorded to their false and deceptive advertisements."

Moreover, the complaint states, the defendants have "unlawfully damaged the good will belonging to New American Library with the book publishing and distributing trade and with the general public."

Meantime, New American Library, which so far has done little or no advertising, this week said it is planning a trade and consumer campaign stating its position in the publishing controversy.

▪ Grove Press, which won the right to publish the unexpurgated D. H. Lawrence novel after a celebrated court ruling last month, is engaged in a bitter battle with other publishers over which has the "moral" right to publish and reap profits from the sale of the unexpurgated "Lady."

Grove was considerably shaken last month when—after its costly court fight resulted in a reversal of the Post Office ruling—several other publishers brought out low-cost paperback editions in competition with Grove's hard-cover "Lady Chatterley," selling at $6.

▪ This week the question was not whether you have read "Lady Chatterley's Lover," but *which* unexpurgated edition you have read. By the latest count, there are at least a half-dozen available. These include hard-cover and paperback editions by Grove Press, plus paperbacks put out by Signet's New American Library, Pyramid Books and Pocket Books. In addition, a so-called "unexpurgated" version of "Lady Chatterley" is being published anonymously and sold on newsstands here as a 48-page tabloid newspaper edition. In addition to its unexpurgated edition, New American also has an expurgated edition available.

▪ Last week Grove Press, peeved at what it calls the "me-too" paperback editions appearing on the newsstands and in bookstores, was running a series of ads, through its agency, Sussman & Sugar, warning readers to beware of both expurgated editions (published by New American) and "mangled quickies" published by other competitors.

Pocket Books, which published an unexpurgated version under its Cardinal edition label, has also gone to war via newspaper ads.

Pocket Books ran an ad last week claiming that its Cardinal edition is the only one approved by D. H. Lawrence himself.

"The first published version of the book—the one approved by the author—was published by him in a limited, signed edition of 1,000 copies in Florence, Italy, in 1928," says the Pocket Books ad.

"It [the book] is not in copyright. Anyone is privileged to publish it. To reproduce that first edition, including all its errors—to publish, in effect, a facsimile edition—is the way to bring to the public the complete and unexpurgated text approved by the author.

"Don't be misguided," the ad continued. "If you want to read 'Lady Chatterley's Lover' in the complete and unexpurgated version he approved, as he published it, ask your bookseller for the Cardinal edition."

▪ Grove Press, in an ad headlined "A guide to the non-plussed," labeled the Pocket Books ad as "cynical nonsense."

"What this [Pocket Books ad] pretends to be selling the perplexed reader are two contradictory propositions. They are—believe it or not—that an author wants his work to be printed with all the errors made by careless or illiterate typesetters and that it is okay to label an edition that is admittedly full of errors and suffers some omissions as one that has 'not a word missing.' "

▪ Warming to the subject, Grove goes on to describe the publishers of competing paperback editions as "freeloaders scrambling for a free ride on the Grove Press wagon.

"Let's leave this wasteland of semantic doubletalk and review the attested, and so far undisputed, facts about the Grove Press paperback edition of 'Lady Chatterley's Lover.' Though other paperback editions have had the gall and the impudence to reprint all or part of Judge Frederick van Pelt Bryan's decision which freed the Grove Press edition of the Post Office ban, it is the Grove Press edition and only the Grove Press edition which Judge Bryan discusses and names in his famous opinion.

▪ "Only Grove Press has shown any willingness to back up its literary convictions with cash and courage. As for the other paperback publishers, not a single one of these freeloaders has offered to share the heavy cost of the legal battle in defense of the 'Lady,' though they are all scrambling for a free ride on the Grove Press wagon."

According to best available estimates, Grove's paperback sales have topped the 1,000,000 mark, while the cloth-bound edition has sold about 164,000 copies. Pocket Books' Cardinal edition reportedly has had sales of close to 1,000,000.

▪ With the exception of the newspaper word war between Grove and Pocket Books, most other publishers seem to be riding on the mountain of free publicity generated by the postal controversy.

Meantime, Grove was back in court, this time seeking an injunction against New American Library. In a complaint filed in New York's supreme court, Grove charged the rival publisher with misleading the public into thinking the NAL edition was the same as the Grove unexpurgated edition. The court's decision was that a trial would be necessary to decide the issue. #

Conde Nast's Street & Smith Buy Adds New Province to Newhouse Empire

(*Continued from Page* 3)

to dispose of their holdings. The advisability of this course has become increasingly more apparent in view of intensified competition in the magazine publishing industry today."

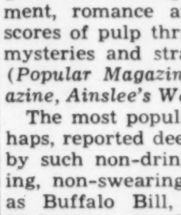
▪ Street & Smith started out in 1855 with the *New York Weekly*, "a journal of useful knowledge, romance, amusement, etc." It was published and edited by partners Francis S. Street and Francis S. Smith.

In the 100 years since, Street & Smith—under the editorial direction of three generations of Smiths (Francis, Ormond and Gerald) gave the reading public amusement, romance and mystery via scores of pulp thrillers, paperback mysteries and straight periodicals (*Popular Magazine, Smith's Magazine, Ainslee's Weekly*, etc.).

The most popular of these, perhaps, reported deeds of derring-do by such non-drinking, non-smoking, non-swearing popular heroes as Buffalo Bill, Diamond Dick, Nick Carter and Frank Merriwell. And, amid the potboilers and saccharine pathos were such bylines as Horatio Alger Jr., Ned Buntline, Max Brand, Theodore Dreiser and other literary notables.

▪ In 1935, the company brought out *Mademoiselle*, its first "quality" title. This was followed by publication in 1941 of *Your Charm* (forerunner of *Charm*) and, in 1947, by *Living for Young Homemakers*. In 1949, the company ended an era by discontinuing its last five comics books and its four surviving pulps (*Detective Story, The Shadow*, etc.).

▪ If the sale of Street & Smith ended one publishing dynasty, it marked yet another phase in the development of an even bigger one—the burgeoning publishing empire of S. I. Newhouse.



S. I. Newhouse

In March Mr. Newhouse, who parlayed a neighborhood newspaper into a nationwide newspaper and broadcasting complex, acquired a substantial interest in Conde Nast. At the time, Mr. Newhouse described his holdings as short of control, but this week he said he now owns 50% or better of the company.

The career of the diminutive, 63-year-old newspaper wizard is the kind of poor-boy-makes-good story that Horatio Alger might have written as a Street & Smith paperback.

▪ At 12, Mr. Newhouse, the son of an immigrant factory worker, was getting $2 a week as an office boy in a law office; at 21 he was getting 25% of the profits of the *Bayonne Times* (controled by his lawyer boss); at 27 he had acquired enough money to buy 51% of his first newspaper, the *Staten Island Advance*. Since then, Mr. Newhouse has bought bigtime newspaper properties with the apparent ease of a man buying a paper at the corner newsstand.

▪ The principal ingredient in Newhouse business transactions seems to be money. He reputedly has never borrowed a nickel to buy a newspaper; reportedly he paid out $5,000,000 for control of Conde Nast, his first magazine property.

His newspaper purchases have included the *Syracuse Herald, Newark Star-Ledger, Long Island Press, Long Island Star Journal, Syracuse Post Standard, Jersey City Journal, Harrisburg News, Harrisburg Patriot, Portland Oregonian* and the *St. Louis Globe-Democrat*. For the *Oregonian* and *Globe-Democrat*, Mr. Newhouse reportedly shelled out $11,000,000—including a record cash deal of $6.250,000 for the latter.

In addition to his newspaper and magazine properties, Mr. Newhouse owns or has financial interest in seven radio and tv stations. These are WSYR, radio and tv station in Syracuse; WAPI, WAFM and WABT-TV, Birmingham; WPTA-TV, Harrisburg; KOIN, radio and tv outlet in Portland, and KTVI, television station in St. Louis. #

2 Tri-Weeklies Become Daily

The *Indio News* an *Date Palm*, tri-weekly newspapers in the Coachella Valley of Southern California, will become a six-day afternoon newspaper, the *Daily News*, on Sept. 14. The *Daily News* is one of the Associated Desert Newspaper group, which includes the *El Centro Post-Press, Brawley News* and *Beaumont Advertiser*. The *Daily News*, with a national ad rate of 8¢ a line, is being offered in combination with the *Post-Press* and *Brawley News* at a 20% discount for national advertisers. West-Holliday Co. represents the new daily.

Big Three Small Cars Will Hurt Imports: Politz

(*Continued from Page* 3)

Three.

The study, conducted by Alfred Politz Research, is based on interviews in some 3,500 households last April and May. *Look* took over sponsorship of the annual "National Automobile & Tire Survey" after the demise of *Collier's*.

▪ In 1960, Detroit may expect to sell between 6,400,000 and 6,700,000 new cars, according to the study. Of this total, about 1,000,000 will be bought for public or commercial uses.

To gauge the possible effect of the soon-to-be-introduced compact cars, Politz researchers isolated new car owners who would purchase a new imported car if they were buying now. In this group, 55% "would seriously consider buying a compact car produced by one of the Big Three, and another 18% might consider such a purchase."

▪ Other highlights of the study:

1. Most buyers make up their minds which make of car they want before visiting a dealer. Of those who bought new cars during 1958-59, only 32% visited dealers selling different makes.

2. Multi-car households continue to increase. Today, nearly one passenger car in three is from a multi-car household.

3. Suburban households in metropolitan areas bought slightly more than two out of five of the new cars sold last year. #

MacFarland, Aveyard Names McCann, Promotes Nelson

MacFarland, Aveyard & Co., Chicago, has appointed Charles B. McCann director of its research and marketing department. Mr. McCann formerly was associate director of the Institute for Advertising Research, a company formed early this year as an affiliate of Social Research Inc. Mr. McCann also was research director of the western division of Ruthrauff & Ryan before the merger with Erwin, Wasey & Co.

Charles B. McCann

MacFarland, Aveyard also has promoted Robert Nelson, a member of the copy staff for six years, assistant copy director, assisting Norman A. Fox, vp and copy director.

Five Buy 'Shotgun Slade'

MCA TV, New York, tv film distributor, has sold "Shotgun Slade," mystery-adventure series, to Jackson Brewing Co., New Orleans, for 19 markets throughout Louisiana, Texas, Oklahoma and Alabama for 52 weeks beginning in November. Other purchasers were R. J. Reynolds, on behalf of Camel cigarets, for several cities; Holsum Bakeries for Arizona; Donovan Coffee Co. for Alabama, and Schoenling Brewing Co. for Dayton, O. The show also has been sold to 25 television stations.

Chrysler Boosts Wilson

W. Heartsill Wilson, most recently national sales consultant for Plymouth and Chrysler sales departments, and with Chrysler Corp. since 1953, has been named assistant general sales manager of the new Plymouth-De Soto-Valiant division.

Nielsen Network TV
Two Weeks Ending July 26, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	14,552
2	Wagon Train (Ford, National Biscuit Co., NBC)	14,374
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	12,282
4	77 Sunset Strip (Several sponsors, ABC)	11,882
5	I've Got A Secret (R. J. Reynolds, CBS)	11,303
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	10,369
7	Peter Gunn (Bristol-Myers, NBC)	10,280
8	The Millionaire (Colgate-Palmolive, CBS)	9,968
9	Desilu Playhouse (Westinghouse, CBS)	9,790
10	Walt Disney Presents (Several sponsors, ABC)	9,746

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	33.3
2	Wagon Train (Ford, National Biscuit Co., NBC)	32.9
3	77 Sunset Strip (Several sponsors, ABC)	28.3
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	28.2
5	I've Got A Secret (R. J. Reynolds, CBS)	25.8
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	24.1
7	Peter Gunn (Bristol-Myers, NBC)	23.4
8	Desilu Playhouse (Westinghouse, CBS)	23.3
9	The Millionaire (Colgate-Palmolive, CBS)	23.0
10	U.S. Steel Hour (U.S. Steel, CBS)	22.7

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	13,528
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	11,481
3	Wagon Train (Ford, National Biscuit Co., NBC)	10,636
4	I've Got A Secret (R. J. Reynolds, CBS)	10,057
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	9,390
6	Peter Gunn (Bristol-Myers, NBC)	9,256
7	77 Sunset Strip (Several sponsors, ABC)	9,078
8	The Millionaire (Colgate-Palmolive, CBS)	8,856
9	Best of Groucho (Toni, Lever, NBC)	8,455
10	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	8,322

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	31.0
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	26.3
3	Wagon Train (Ford, National Biscuit Co., NBC)	24.3
4	I've Got A Secret (R. J. Reynolds, CBS)	22.9
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	21.9
6	77 Sunset Strip (Several sponsors, ABC)	21.7
7	Peter Gunn (Bristol-Myers, NBC)	21.1
8	The Millionaire (Colgate-Palmolive, CBS)	20.4
9	Desilu Playhouse (Westinghouse, CBS)	19.5
10	Best of Groucho (Lever, Toni, NBC)	19.3

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

† Percented ratings based on tv homes within reach of station facilities used by each program.

David Pollock Agency Changes Name to Pollock, Loth & Lowe

David Pollock Agency, 12-year-old Seattle agency, on Sept. 1 will become Pollock, Loth & Lowe, and will continue with no change in personnel. Billings are reported as approximately $500,000 a year.

David Pollock, former owner, is president. Other principals, all formerly with the agency, are Douglas K. Loth, vp and merchandising director; Leo E. (Bud) Lowe Jr., vp and art director; Miller Munson, vp and copy director, and Donna DeShazo, publicity manager. Clients of longest standing include Northern Commercial Co., Washington Iron Works, Puget Sound Fabricators, Anderson & Thompson Ski Co., and Marine Specialty Mfg. Co. Accounts acquired this year include Concrete Thermal Casings, Lincoln Industries, Pax-It Equipment Co., Ryan Recording Thermometer Co. and Vermiculite-Northwest.

Carpenter-Proctor Expands

Carpenter-Proctor, Newark, N. J., will acquire the personnel, facilities and accounts of Rea, Fuller & Co., New York, as of Sept. 1. Charles A. Fuller Jr. and William G. Jorgenson, president and vp respectively of the New York agency, will become vps of Carpenter-Proctor, will serve as account managers and plans board members and will hold financial interest in the Newark agency. The Rea, Fuller personnel will be integrated with parallel departments of Carpenter-Proctor. The Rea, Fuller office in New York will function as a branch of Carpenter-Proctor.

Homelite Airs Farm Series

Textron Inc.'s Homelite division, producer of power chain saws, pumps, generators and power mowers primarily for farmers, is sponsoring a new series of five-minute weekly radio features of regional farm interest. The series will be produced and voiced by Floyd Mack, a radio and tv personality. He will interview national farm personalities and report on top agricultural news stories of the week in four regional editions. More than 75 radio stations began carrying the series Aug. 22.

Berg Bows Out of Her Majesty

Helen Berg has resigned as vp in charge of sales and merchandising of Her Majesty Underwear Co., New York, to assist her husband, George Eberhardt, in a public relations and development program for their New York supper club, The House of Vienna. Miss Berg was president of the Advertising Women of New York from 1950 to 1952.

INDIAN ON MADISON AVE.—*C. B. Madhava Rao, assistant director of propaganda of the Coffee Board (India), chats with William Hesse, exec vp of Benton & Bowles and the agency's management supervisor on the Instant Maxwell House coffee account. Mr. Rao has just completed an intensive six-week training tour at B&B, an experience he and the Indian government feel will stand him in good stead in the Coffee Board's long-term campaign to raise coffee consumption in India, a predominantly tea-drinking nation. Mr. Rao moves on now to J. Walter Thompson Co., New York, the Coffee Board's agency in India.*

Westinghouse International Names Gotham-Vladimir

Westinghouse Electric International Co., subsidiary of Westinghouse Electric Corp., has appointed Gotham-Vladimir Advertising, New York, to handle its advertising. Westinghouse's international marketing arm has been agencyless since Feb. 1, when the account was resigned by Reach, McClinton & Co. (AA, Jan. 26).

The account spent less than $100,000 last year at Reach, McClinton.

ARB Adds Two, Moves Offices

ARB Surveys Inc., New York market research subsidiary of American Research Bureau, has moved to new quarters at 11 W. 42nd St. Linda Reilly, formerly with the Institute of Social Research at the University of North Carolina, and Solomon Jacobson, formerly head of the sampling department at W. R. Simmons & Associates, New York, have joined the company as research analysts.

HOME

A PRESOLD CONSUMER AUDIENCE

SERVICE

AT THE GOLDEN ANNIVERSARY OF THE

SHOW

NEW YORK
Amsterdam News

HARLEM'S LEADING NEWSPAPER

OCTOBER 1, 2, 3 • 369TH ARMORY
143RD STREET & 5TH AVE. NEW YORK CITY

ADMISSION IS FREE, ALL STAR ENTERTAINMENT, CONTESTS, AWARDS, HOME IMPROVEMENT DEMONSTRATIONS AFTERNOON AND EVENING SHOWS DAILY

THE COST OF BOOTHS IS $300 AND ADDITIONAL BOOTHS ARE AVAILABLE AT A NOMINAL EXTRA FEE.

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Show Salesman How Ads Aid Him, Ballew Advises

Translate Consumer Copy to Salesman's Terms, He Suggests

New York, Aug. 25—To squeeze full value out of the ad and marketing dollar, advertisers should stop treating their sales forces as "educated consumers" and, instead, start showing salesmen how advertising can help them sell.

Jesse L. Ballew, marketing manager of *The Saturday Evening Post*, in a talk before the admen's American Legion post here yesterday, said the "alarming" lack of coordination between advertising and sales efforts results in "fantastic waste" of the ad dollar each year.

Citing estimates that 25% of the ad dollar is wasted because salesmen often do not understand their companies' advertising, Mr. Ballew warned that salesmen should not be treated like "educated consumers."

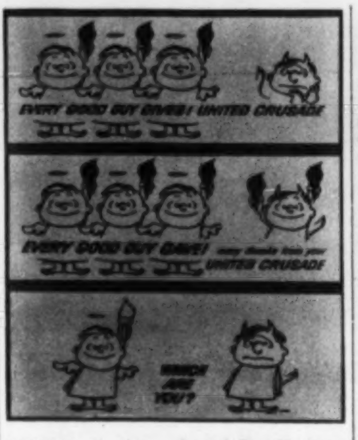
"Salesmen are not consumers," said Mr. Ballew. "They don't talk like consumers, and they don't react like consumers. Salesmen are not buyers. They are a special breed, with special problems, and should be treated as such.

■ "Take the typical ad, for example. It is carefully shaped by the copywriter and ad director to influence a consumer—certainly not a salesman.

"Yet how many sales meetings have you attended where a beautiful ad campaign is unveiled without so much as a single comment on how it will help the salesmen? Too often the ad manager expects salesmen to understand the campaign as a consumer understands it," he said.

Mr. Ballew said that often, when new products are introduced, salesmen haven't the "foggiest notion" why the products are being brought out.

"They have to know these things not as consumers but as salesmen. They have to have arguments needed to convince dealers across the country that new products merit additional shelf space. And you can bet that when these salesmen meet dealer resistance they blame the company, and especially the advertising, for compounding their selling problems."


EVERY GOOD GUY GIVES! UNITED CRUSADE
EVERY GOOD GUY GAVE!
UNITED CRUSADE
WHICH ARE YOU?

HEAVEN & HELL—*Angel-Devil personalities will spark the United Bay Area Crusade theme, "Every Good Guy Gives," in a drive created by Cunningham & Walsh. Carl Schulz, 'Peanuts' creator, is the artist, C&W's Cal Anderson the art director and Fred Manley copy supervisor.*

Mr. Ballew said that agencies also are at fault for not giving salesmen necessary support.

"Agencies pay a lot of lip service in their media recommendations to 'merchandising' ad campaigns to the salesmen. But too often it's only lip service, because often the agencies don't attend company sales meetings.

"The agency man should be fighting to get a place on the sales meeting program. He should convince the ad manager and the sales manager that he can help sell his program, providing them with valuable support."

Mr. Ballew suggested a three-step "formula" to make consumer ad campaigns more palatable to salesmen: (1) Show the campaign; (2) explain it, and (3) demonstrate how it will work for the salesman.

Mr. Ballew said most companies do an excellent job of presenting their ad campaigns to the sales forces, but fall short when explaining the advertising.

■ "No matter how dramatic a presentation," said Mr. Ballew, "more is needed to sell your salesmen. The ad campaign must be translated from the language of the consumer into the language of the salesman.

"Therefore," he continued, "explain it with all the impact and drama you used in unveiling your campaign. Explain the sales reasons behind the campaign. This phase is the hardest part of your selling—the translation of a consumer message into a sales message.

"Too often we fail to convert the impact of a company's national ad campaign in terms of the individual salesman. It's all right to say that umteen million people will see your ads on television, in newspapers and in magazines. But millions of people—impressive as it may sound—mean nothing to the man who must sell in Omaha or St. Louis or Buffalo. He wants to know, 'What's in it for me?' and if you want to sell him, you'd better tell him.

■ "Finally, we forget the 'I'm from Missouri' approach when we try to get across the purpose of our ad campaign. And that's where demonstration comes in—the weakest link in all advertising presentations.

"Once you have shown and explained your campaign, demonstrate how it's going to work for your salesman. Take him behind the scenes.

"Give the salesman the reasons for the copy theme and then demonstrate how that theme works for him. All effective selling requires demonstrating the product. And if advertising is your product, it should be demonstrated as well. It's the demonstration that's the clincher, whether you're selling a new automobile or a new advertising theme." #

July Sales of Chain Stores

	July			6 Months		
	1959	1958	% Gain or Loss	1959	1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
[a]American Stores	$ 67,713,852	$ 66,073,759	+ 2.5	$ 290,659,296	$ 300,553,561	— 3.3
Beck Shoe	3,470,651	3,421,819	+ 1.4	32,129,242	31,280,814	+ 2.7
[c]Bond Stores	5,057,997	5,057,466	—	84,805,645	83,768,884	+ 1.2
Butler Bros.	17,270,000	14,442,000	+19.6	100,557,000	85,879,000	+17.1
[c]Diana Stores	2,895,695	2,528,377	+14.5	39,032,116	35,590,096	+ 9.7
Edison Bros.	8,260,993	7,448,252	+10.9	66,589,281	57,579,363	+15.7
Fishman, M. H.	1,334,495	1,350,671	— 1.2	7,600,331	7,475,743	+ 1.7
Franklin Stores	3,402,718	2,988,473	+13.9	22,760,890	20,274,637	+12.3
Gamble-Skogmo Stores	12,672,638	10,418,975	+21.6	79,117,988	63,545,391	+24.5
Grant, W. T.	34,509,407	30,454,971	+13.3	227,759,820	198,328,906	+14.8
[c]Grayson-Robinson Stores	4,710,305	3,780,646	+24.6	56,268,161	42,152,000	+33.5
[b]Green, H. L.	10,268,929	9,884,133	+ 3.9	59,256,479	57,761,047	+ 2.6
[b]Hartfield Stores	1,866,027	1,702,126	+ 9.6	10,594,179	9,606,216	+10.3
Howard Stores	1,576,491	1,548,952	+ 1.8	13,763,282	13,461,013	+ 2.2
[b]Interstate Dept. Stores	7,087,360	4,573,336	+55.0	37,035,941	28,346,079	+30.7
Kinney, G. R.	5,397,000	4,530,000	+19.1	41,520,000	33,861,000	+22.6
Kresge, S. S.	30,738,274	28,577,379	+ 7.6	200,268,277	186,134,797	+ 7.6
Kress, S. H.	10,407,955	12,226,106	—14.9	77,218,948	76,275,186	+ 1.2
[b]Lerner Stores	13,042,160	12,342,763	+ 5.7	85,432,635	78,776,298	+ 8.4
Mangel Stores	3,191,226	2,364,900	+34.9	21,923,489	17,119,304	+28.1
McCrory-McLellan Stores	13,450,571	13,236,478	+ 1.6	88,615,573	83,920,003	+ 5.6
Melville Stores	8,488,164	8,049,733	+ 5.4	73,764,108	66,303,506	+11.3
[b]Mercantile Stores Inc.	11,200,000	10,361,000	+ 8.1	70,385,000	65,357,000	+ 7.7
[c]Miller-Wohl Co.	3,289,085	2,763,818	+19.0	42,334,496	38,934,836	+ 8.7
Murphy, G. C.	17,983,296	15,105,858	+19.1	116,990,590	100,136,851	+16.8
Neisner Bros.	5,289,942	5,123,853	+ 3.2	34,492,067	32,785,465	+ 5.2
Newberry, J. J.	18,070,628	16,730,860	+ 8.0	116,145,864	105,125,484	+10.6
[b]Penney, J. C.	101,728,979	94,596,903	+ 7.5	599,308,472	549,512,065	+ 9.1
Rose's Stores	2,885,663	2,253,404	+28.1	17,601,922	13,778,744	+27.7
Shoe Corp. of America	7,769,248	7,234,740	+ 7.4	49,608,200	45,081,715	+10.0
Western Auto	25,279,000	22,274,000	+13.5	153,657,000	123,664,000	+24.3
White Stores	4,601,541	3,902,403	+17.9	29,034,816	24,789,566	+17.1
Woolworth, F. W.	69,341,056	65,132,405	+ 6.5	452,739,190	431,142,362	+ 5.0
Group Total	$ 534,251,346	$492,480,559	+ 8.4	$3,398,970,298	$3,108,300,932	+ 9.3
FOOD CHAINS						
Colonial Stores	33,132,891	31,491,141	+ 5.2	271,106,161	266,310,477	+ 1.8
[b]Grand Union	52,459,522	38,073,097	+37.8	251,368,964	188,673,002	+33.2
Jewel Tea	35,851,149	32,582,677	+10.0	245,802,139	231,585,206	+ 6.1
Kroger Co.	144,057,028	130,535,426	+10.0	1,012,248,236	947,981,206	+ 7.0
Safeway	187,620,030	172,843,087	+ 8.6	1,423,846,329	1,335,416,868	+ 6.6
Group Total	$ 453,120,620	$405,525,428	+ 1.7	$3,204,371,829	$2,969,966,759	+ 7.8
MAIL ORDER						
[b]Sears, Roebuck	343,856,848	315,358,365	+ 9.0	1,952,829,163	1,753,886,118	+11.3
DRUG CHAINS						
Peoples	6,805,237	5,966,183	+14.1	46,904,851	40,188,868	+16.7
Walgreen	24,411,428	21,706,241	+12.5	158,365,943	143,505,339	+10.4
Group Total	$ 31,216,665	$ 27,672,424	+12.8	$ 205,270,794	$ 183,694,207	+11.7
Combined Total	$1,362,445,479	$1,241,036,776	+ 9.7	$8,761,442,084	$8,015,848,016	+ 9.3

[a] 5 Months. [b] 6 Months. [c] 12 Months.

'Post-Dispatch' Keeps Reps

In reporting the formation of Million Market Newspapers Inc., which next Jan. 1 will start acting as national advertising sales organization for five newspapers, Advertising Age said the move would result in the *St. Louis Post-Dispatch* dropping West-Holliday, its Pacific Coast representative, and John Budd Co., which represents it in the South (AA, Aug. 24). This was in error. Fred F. Rowden, vp and ad manager, said the *Post-Dispatch* will continue with the two representative companies.

'Motor Truck News' Sold

Motor Truck News, formerly a publication of the Empire State Highway Transportation Assn., New York, has been sold to a new publishing corporation headed by the editorial directors of the magazine. The new publisher, Lee-Peat Publishing Corp., 303 Park Ave. South, New York, is headed by Leslie Peat, president, who continues as editor of the magazine. Anita Lee, managing editor for the past two years, is vp. The association's members will continue as subscribers of the magazine.

Crow Names McCorkle

C. L. (Chuck) McCorkle has been appointed assistant advertising manager of C. C. Crow Publications, Portland, Ore., publisher in the lumber and plywood field. Formerly he was advertising manager of the *Pacific Logger*.

Mahoney Joins Imperial

John J. Mahoney, formerly production manager of Doremus & Co., has joined Imperial Ad Service Corp., New York, advertising typographer, as head of its creative department.

AANR Sets Art Contest

An art directors' contest open to all visual creative agency personnel has been announced by the American Assn. of Newspaper Representatives, sponsor of the event. The AANR will award a first prize of $1,000; second prize of $500 and five $100 prizes for entries judged to be best in creative use of color for r.o.p. color newspaper advertising. The entry must be standard, full-page, four-color r.o.p. newspaper ads for any product or service and must be submitted to Arthur Brashears, AANR secretary, 141 E. 44th St., New York, before contest deadline, Sept. 11.

Cyanamid Promotes Friedman

Martin B. Friedman has been appointed manager of the advertising and promotion department of the organic chemicals division of American Cyanamid Co. Mr. Friedman joined Cyanamid in 1954 and became assistant advertising manager of the division last year.

TOP READER INTEREST *Confirmed!*

Variety chain men BUY and READ Chain Store Age with year-after-year consistency!

Chain Store Age editorial leadership for 34 years is dramatically evidenced by its high percentage of ABC-audited paid subscription *renewals*—currently 85.06%[2], one of the highest in all publishing. And only Chain Store Age, in the variety field, *has* a renewal rate.

For the past ten years more than 80 out of 100 subscribers have told us, *with cash*, to "keep sending Chain Store Age." There's no surer proof of year-in, year-out "wantedness."

. . . proved by this 10-year record of RENEWAL RATES

1950 — 84.57%
1951 — 84.03
1952 — 85.46
1953 — 83.33
1954 — 86.24
1955 — 81.91
1956 — 83.53
1957 — 82.91
1958 — 84.19
1959[1] — 85.06

1—Publisher's Dec. 31 statements for years shown.

TOTAL DISTRIBUTION: 24,117 ABC[2]

2—Publisher's statement 6/30/59

CHAIN STORE AGE
Variety Managers Edition
CHAIN STORE AGE
Variety Executives Edition
TWO BOOKS
ONE RATE
ONE PLATE

2 PARK AVENUE, NEW YORK 16, N. Y.
Boston • Chicago • Los Angeles

THE ONLY PAID-FOR MAGAZINES IN THE VARIETY FIELD

YOUR #1 MAGAZINES IN YOUR VARIETY STORE MARKET

CHAIN STORE AGE *variety store magazine*

Executive & Managers Editions

2 Park Avenue, New York, N.Y.

McGraw-Hill Has Named Eight New Publishers in '59

NEW YORK, Aug. 26—Since the first of the year, McGraw-Hill Publishing Co. has appointed eight new publishers to succeed six on 13 of its 41 publications.

The transition has been made in each case efficiently and smoothly, without apparent effort. Of the six former publishers, two reached the mandatory retirement age, three were promoted to other positions within the company, and one resigned to go into another field. The only major change in the former setup has been that eight men are now doing the work formerly handled by six.

■ On Jan. 1, following the appointment of Harry Waddell and Shelton Fisher as senior vps of the company's publications division, Ervin E. DeGraff succeeded Mr. Waddell as publisher of *Petroleum Week*, *National Petroleum News* and *Oilgram News & Price Service* and John E. Slater Jr. was named publisher of *Fleet Owner* to succeed Mr. Fisher.

John E. Slater Jr.

Ervin E. DeGraff

Mr. DeGraff joined McGraw-Hill in 1941 as an advertising salesman on *Business Week*. He served in the Navy during World War II as a lieutenant. After the war he rejoined *Business Week*. In '48 he was named associate district manager, and in '50 was appointed assistant vp, assistant director of advertising and director of sales training of the McGraw-Hill publications division. He was named sales manager of *Petroleum Week* in '55. A graduate of New York University, before joining McGraw-Hill he worked on *Scribner's Magazine*, *Official Steamship & Airways Guide* and on *Surgery, Gynecology & Obstetrics* as an advertising salesman. He lives at Scarsdale, N. Y., with his wife and three sons.

Mr. Slater joined McGraw-Hill in 1947 following his graduation from Cornell University, and four years' service in the Army. He was appointed district manager of *Power* in 1948, and became advertising sales manager of *Fleet Owner* in March, 1955. He lives at New Canaan, Conn., with his wife, two sons and daughter.

■ On April 1, upon the mandatory retirement of H. W. Mateer, he was succeeded as publisher of *Electronics* and *Nucleonics* by James Girdwood.

Mr. Girdwood joined McGraw-Hill in 1948 as a member of the classified advertising sales staff. From 1950 to 1957 he was an advertising salesman for *Electronics* and *Nucleonics*, and on Jan. 1, 1957 was appointed advertising sales manager of the two publications. He was educated at the University of Maine and the Massachusetts Institute of Technology, served in the Marine Corps during World War II and lives at Deerhaven, N. J., with his wife, two sons and two daughters.

James Girdwood

George H. Reppert Jr.

■ On April 15, shortly before the mandatory retirement of Albert Hauptli as publisher of *American Machinist* and *Product Engineering*, George H. Reppert Jr. was appointed publisher of *American Machinist*, and Stanley J. Alling was named publisher of *Product Engineering*.

Mr. Reppert was graduated from Princeton University in 1939, and then joined N. W. Ayer & Son in Philadelphia. In 1941 he enlisted in the field artillery, saw service in New Guinea, the Philippines and Japan, received the Bronze Star with oak leaf cluster, and was discharged with the rank of lieutenant colonel. In 1946 he joined Safway Steel Products, Milwaukee, as a salesman and later transferred to the advertising department. In '49 he was named a junior salesman on *American Machinist*, became a display advertising salesman the following year, and in '53 was appointed advertising sales manager. He lives in Ossining, N. Y., with his wife, two sons and a daughter.

■ Mr. Alling, who holds a B.S. in metallurgy from Yale University, joined McGraw-Hill in 1939, after several years' experience in engineering and industrial sales work. He served as business manager of "Keystone Coal Buyers Manual"; later as assistant business manager of *Coal Age*, and as business manager of the mining catalogs. Subsequently, he became advertising sales representative of *Coal Age* and *Engineering & Mining Journal*. In 1947 he was named general manager of the catalog service division; in 1951 he was appointed advertising sales manager of *Product Engineering*, and in 1957, associate publisher. He lives in Bronxville, N. Y., and has a son and two daughters.

Stanley J. Alling

Caswell Speare

■ On July 1, Caswell Speare succeeded Mr. Fisher as publisher of *Electrical Merchandising*.

Mr. Speare, who was graduated from Beloit College and took additional work at Columbia University, joined McGraw-Hill in 1946 on the editorial staff of *Bus Transportation*. During the war he served in the Army and rose from the ranks to captain. He was made a senior editor of *Fleet Owner* in '50, managing editor later the same year, and editor in July, '55. In January, 1959, he was made associate publisher of *Electrical Merchandising*. He lives at Thornwood, N. Y., and has a son and a daughter.

On Aug. 1, on the resignation of Fisher Black, publisher of *Electrical World*, to become administrative vp of Tampa Electric Co., Tampa, Fla., Warren Wallace Shew, advertising sales manager of the publication, was appointed publisher.

Mr. Shew joined McGraw-Hill in 1947 as advertising salesman for *Electronics* and *Nucleonics* in the company's Philadelphia office. He was named advertising sales manager of *Electrical World* in 1954. He holds a degree in electrical engineering from Penn State, and before joining McGraw-Hill he was with General Electric Co. He lives at Princeton, N. J., with his wife, son and daughter.

Warren W. Shew

D. C. McGraw Jr.

■ On Aug. 1, Donald C. McGraw Jr., associate publisher of *Industrial Distribution*, succeeded Carl J. Coash as publisher of *Coal Age*, *Engineering & Mining Journal* and *Metal & Mineral Markets*. Mr. Coash became regional vp and district manager of the Ohio district for the entire company, with headquarters in Cleveland.

Mr. McGraw, a son of the president of the company, was educated at the College of William & Mary and The Carnegie Institute of Technology, served in the Navy during the war and afterward worked for the Kalamazoo Vegetable Parchment Co., and G. M. Basford Co., New York industrial advertising agency, before joining McGraw-Hill in 1950 as a salesman on *Product Engineering*. Since then he has been an associate district manager and an assistant director of advertising sales, sales manager of the mining publications, and associate publisher of *Industrial Distribution*. He lives in Morristown, N. J., with his wife and four sons. #

Northwest Paper Co. Dedicates New Machine

Northwest Paper Co. formally commissioned its new No. 6 paper machine, the major unit in a construction program which has extended over the past two years at its mill in Brainerd, Minn., with special ceremonies Aug. 18.

The new machine, which increased the total capacity of Northwest to turn out writing, printing and converting papers by 40%, will triple the production of the Brainerd mill. Commissioning ceremonies involved an open house for several hundred representatives of the press and public, with the principal address given by Gov. Orville L. Freeman of Minnesota.

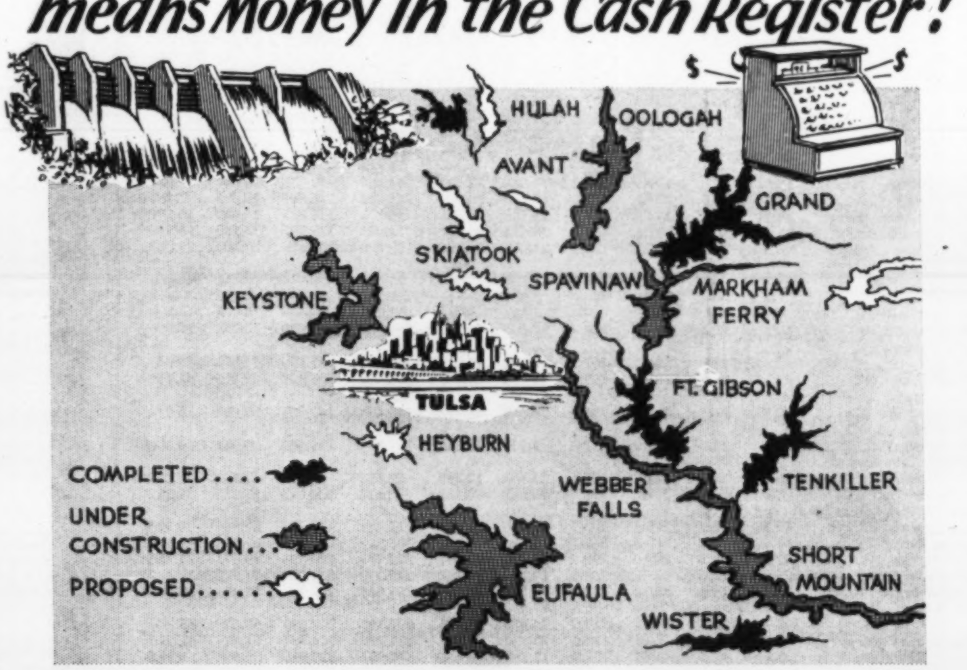
Jewel to Enlarge Facilities for Villa Park Shopping Center

Jewel Tea Co., Melrose Park, Ill., will break ground this month for a new Jewel-owned shopping center in Villa Park, Ill., to be called the Villa Market.

The center will feature in addition to the Jewel store, an Andrew Flagg self-service junior department store, a Walgreen drug store, a Western Tire store, a ladies ready-to-wear shop, a one-hour cleaner, and a barber or beauty shop. The Jewel food store at the Villa Park location was opened last November and construction of the addition is expected to be completed this winter.

WATER OVER THE DAM....

means Money in the Cash Register!



Eastern Oklahoma is One of the Nation's Greatest Lake Areas

Did you know that Eastern Oklahoma is one of the nation's greatest "lake" areas? Oklahoma leads the nation in parks, state lodges and recreational facilities built around water. And what does this mean to advertisers? MORE SALES. Eastern Oklahoma counties that now have lakes (see above map) average 150 per cent more retail sales than other counties in the state in percentage increase over the last decade. All of these lakes nestle within the Tulsa trade territory, making Tulsa still more important in your marketing plans. Tell Tulsa . . . Sell Tulsa! One of the highest disposable per capita income areas in the U. S. And completely covered by the Oil Capital Newspapers!

for MORE business . . . USE . . .

THE OIL CAPITAL NEWSPAPERS

TULSA WORLD

TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

August Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958
§American Agriculturist (sm)	21.3	21.8	240.8	227.9	15,489	15,921	174,433	166,454	13,722	14,394
§Arizona Farmer-Ranchman (bw)	53.1	62.4	458.2	511.1	40,171	47,213	346,446	386,384	38,866	46,141
‡Arkansas Farmer: (mon)										
#Delta Edition	15.0	—	150.8	—	11,329	—	113,981	—	10,969	—
#Western Edition ...	13.3	—	146.7	—	10,116	—	110,944	—	9,756	—
Average 2 Editions ..	14.1	—	148.8	—	10,722	—	112,462	—	10,363	—
§California Farmer: (bw)										
#Northern Edition ..	49.6	30.9	323.4	381.8	30,035	29,231	261,572	294,591	28,975	29,199
#Southern Edition ..	47.4	38.6	307.4	375.4	28,670	28,611	248,537	283,288	27,610	28,579
Average 2 Editions ..	48.5	34.8	315.4	378.6	29,352	28,921	255,054	288,940	28,292	28,889
Capper's Farmer (mon)	33.6	37.2	318.1	403.3	14,420	15,964	136,486	173,017	13,800	15,285
Colorado Rancher & Farmer (sm)	40.7	32.0	298.8	246.3	30,813	24,300	226,090	186,534	29,854	23,264
Dakota Farmer (sm) ..	64.2	66.9	551.7	503.5	50,368	52,517	432,565	394,750	49,596	51,810
*Electricity on the Farm (mon)	16.4	10.8	79.2	70.5	5,646	3,855	27,335	25,182	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	23.8	25.6	283.5	291.1	10,203	10,998	121,633	124,908	9,205	10,062
#Southwestern Edition	26.1	25.7	285.8	291.2	11,181	11,023	122,611	124,933	10,001	10,005
Average 2 Editions ..	24.5	25.7	284.2	291.2	10,506	11,006	121,936	124,916	9,451	10,045
Farm Journal: (mon)										
#Central Edition ...	69.3	52.5	663.9	635.6	29,746	22,524	284,796	272,664	28,771	21,763
#Eastern Edition ...	59.3	42.7	606.2	568.9	25,454	18,304	260,057	244,059	24,479	17,543
#Southern Edition ..	54.7	37.8	526.4	511.4	23,454	16,232	225,815	219,404	22,479	15,471
#Western Edition ...	63.0	46.3	643.9	603.3	27,030	19,877	276,235	258,808	26,055	19,116
Average 4 Editions ..	61.6	44.8	610.1	579.8	26,421	19,234	261,726	248,734	25,446	18,473
†Farm Management (mon)	19.7	19.2	160.3	170.5	8,462	8,243	69,316	73,135	8,462	8,243
**Farm Quarterly (q) .	—	—	205.5	176.5	—	—	94,941	81,543	41,263	34,034
The Farmer (sm)	96.2	100.0	737.9	693.9	75,437	78,422	578,489	544,020	71,812	75,099
‖‖Farmer-Stockman: (mon)										
#Oklahoma Edition .	31.4	31.4	253.4	273.6	23,901	13,439	182,515	117,498	22,801	12,389
#Texas Edition	25.3	29.3	214.7	253.0	19,263	12,542	153,803	108,655	18,033	11,349
Average 2 Editions ..	28.4	30.4	233.9	273.4	21,582	12,991	168,159	113,054	20,417	11,869
‡Georgia Farmer: (mon)										
#North Edition	11.3	—	91.3	—	8,569	—	69,033	—	7,992	—
#South Edition	12.2	—	106.6	—	9,256	—	80,650	—	8,679	—
Average 2 Editions ..	11.7	—	98.9	—	8,912	—	74,842	—	8,336	—
††Indiana Farmer (mon)	17.9	16.1	117.9	126.3	14,016	12,634	92,464	99,055	12,054	10,077
Kansas Farmer (sm) ..	47.5	38.1	317.5	298.5	36,100	28,977	241,287	226,853	34,258	27,737
Kentucky Farmer (mon)	19.8	23.3	174.5	176.3	15,516	18,215	136,831	138,233	14,088	16,792
Michigan Farmer (sm) .	51.1	50.9	483.1	423.6	39,231	39,112	371,043	325,291	34,542	34,939
Minnesota Farmer (mon)	26.8	27.1	130.4	110.8	21,078	21,295	102,496	87,181	20,294	20,903
‡Mississippi Farmer: (mon)										
#Delta Edition	9.9	—	72.5	—	7,504	—	54,833	—	7,245	—
#Eastern Edition ...	7.9	—	68.4	—	5,969	—	51,741	—	5,710	—
Average 2 Editions ..	8.9	—	70.5	—	6,737	—	53,287	—	6,478	—
Missouri Ruralist (sm)	50.1	47.7	330.1	326.7	38,067	36,220	251,262	248,304	30,222	29,896
Montana Farmer-Stockman (sm) ...	50.6	48.9	466.0	467.1	38,276	36,946	352,300	353,106	32,872	33,943
Nebraska Farmer (sm) .	97.1	90.7	738.1	672.6	73,476	68,640	558,954	508,832	69,416	65,154
§New England Homestead (sm)	20.5	21.7	212.3	239.0	14,378	15,212	148,653	167,351	10,685	10,974
New Jersey Farm & Garden (mon)	22.1	23.7	261.9	332.5	9,955	10,669	117,894	149,638	8,833	9,356
New Mexico Farm & Ranch (mon)	15.4	14.0	124.2	105.6	11,634	10,584	93,891	80,170	11,501	10,514
Ohio Farmer (sm)	78.2	56.8	593.2	497.4	60,022	43,627	455,610	382,013	54,358	39,317
§Pacific Northwest Farm Quad: (sm)										
Idaho Farmer	25.1	28.9	293.4	303.9	18,978	21,921	221,789	229,736	17,944	20,990
Oregon Farmer	24.6	25.9	272.0	288.2	18,626	19,556	205,597	218,297	17,588	18,625
Utah Farmer	27.6	30.3	292.0	292.2	20,891	22,886	220,763	220,854	19,671	21,185
Washington Farmer ..	25.6	27.5	278.2	304.3	19,370	20,768	210,329	230,054	18,282	19,387
§Pennsylvania Farmer (sm)	27.1	26.8	386.2	342.4	20,818	20,590	296,606	262,927	18,494	18,398
Prairie Farmer: (sm)										
#Illinois Edition ...	102.2	100.8	813.3	713.0	74,450	73,356	592,141	519,078	65,639	65,280
#Indiana Edition ...	96.6	95.6	774.3	690.8	70,310	69,586	563,726	502,894	61,499	61,510
Average 2 Editions ..	99.4	98.2	793.8	701.9	72,380	71,471	577,937	510,986	63,569	63,395
Progressive Farmer: (mon)										
#Carolina-Va. Edition	49.0	48.4	593.0	622.5	33,343	32,911	403,203	423,319	32,067	31,784
#Ga.-Ala.-Fla. Edition	49.9	51.1	590.4	629.0	33,919	34,740	401,452	427,736	32,420	33,360
#Ky.-Tenn.-W. Va. Ed.	45.1	46.8	551.2	578.1	30,698	31,825	374,793	393,125	29,514	30,729
#Miss.-La.-Ark. Ed. .	50.2	49.9	565.9	590.4	34,108	33,936	384,783	401,444	32,831	32,792
#Texas Edition	50.4	50.2	583.7	602.2	34,295	34,153	396,903	409,462	32,773	32,836
Average 5 Editions ..	48.9	49.3	576.8	604.4	33,273	33,513	392,228	411,018	31,921	32,300
§Rural New-Yorker: (sm)										
New York-New England Ed.	19.5	14.5	210.2	57.3	14,913	11,393	164,321	44,894	12,263	9,104
Penn.-N.J.-Delmarva Ed.	17.8	13.5	183.5	54.7	13,570	10,615	141,310	42,930	11,115	8,431
Southern Planter (mon)	16.6	15.9	162.1	179.3	11,591	11,161	113,417	125,553	11,297	10,797
Successful Farming (mon)	62.8	67.0	609.6	568.7	28,270	30,134	274,331	255,903	27,794	29,675
Tennessee Farmer & Homemaker (mon)	13.1	18.2	129.9	127.1	10,262	14,268	101,873	99,613	9,261	13,253
Wallaces' Farmer (sm) .	101.6	96.0	790.0	725.5	79,671	75,273	619,327	568,806	75,438	71,363
§Weekly Star Farmer: (w)										
#Kansas Edition ...	14.1	11.5	120.8	113.7	34,832	28,466	297,674	280,144	18,181	14,775
#Missouri Edition ..	14.0	12.4	124.4	117.3	34,690	30,568	306,603	289,153	17,386	15,747
#Okla.-Ark. Edition .	12.5	10.2	106.7	100.5	30,991	25,181	262,927	247,762	17,268	13,691
Average 3 Editions ..	13.5	11.4	117.3	110.5	33,504	28,072	289,068	272,353	17,613	14,737
Western Farm Life: (sm)										
#Regular Edition ...	20.0	23.9	160.7	228.4	15,682	18,812	126,023	179,087	12,622	15,297
#Colorado Edition ..	24.2	30.3	226.3	309.8	18,983	23,762	177,448	242,905	15,923	20,051
Average 2 Editions ..	22.1	27.1	193.5	269.1	17,332	21,287	151,735	210,996	14,272	17,674
Wisconsin Agriculturist & Farmer (sm)	68.3	61.4	568.3	511.8	54,054	48,122	449,343	401,275	53,352	47,360
Wyoming Stockman-Farmer (mon)	43.9	43.2	287.7	277.1	34,356	34,034	281,902	250,306	29,335	28,653
Total Group	1,914	1,757	17,540	16,834	1,262,017	1,159,237	11,346,040	10,697,879	1,214,550	1,116,681

§Not included in totals; figures shown are for July issues as August figures were not available as this issue went to press. #Not included in totals. ‡Started publishing sectional editions with the March 1959 issue, so there will be no 1958 figures. *Changed from 357-line page to 345-line page January 1959. **Published quarterly in March, June, September and December; cumulative figures shown are for June issue. †Effective August 1959 issue Farm Management becomes Western Crops & Farm Management. ††Formerly known as Indiana Farmer's Guide. |||Changed from 428-line page to 760-line page February 1959.

Newspaper-Distributed Farm Sections

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958
Iowa Farm & Home Register (mon)	18.4	21.5	139.1	141.6	18,351	21,561	139,077	141,616	18,135	21,185
Texas Ranch & Farm (mon)	9.9	7.5	118.4	114.8	9,856	7,476	118,410	114,842	9,156	7,014
Total Group	28.3	29.0	257.8	256.4	28,207	29,037	257,487	256,458	27,291	28,199

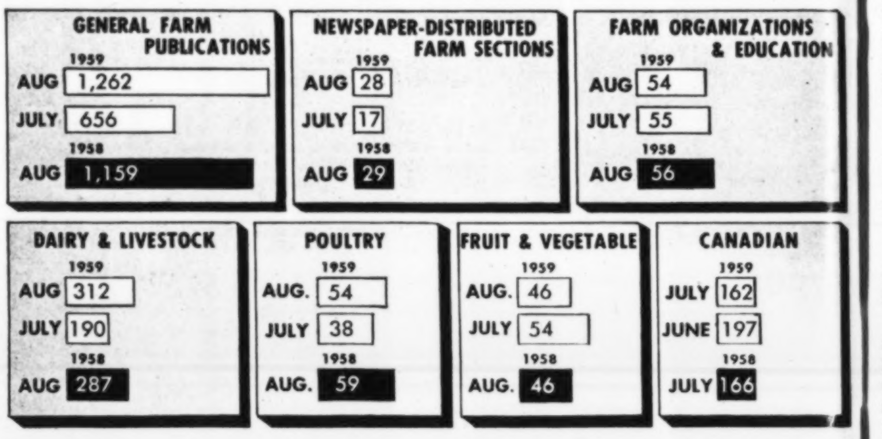
Farm Organizations & Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958
†Agricultural Leaders' Digest (mon)	—	—	63.3	77.8	—	—	27,177	33,376	4,766	4,007
‡‡Better Farming Methods (mon)										
#Eastern Edition ...	30.7	—	50.7	—	13,174	—	21,742	—	13,174	—
#Central Edition ..	32.4	—	54.6	—	13,889	—	23,441	—	13,889	—
#Southern Edition ..	27.7	—	47.0	—	11,887	—	20,166	—	11,887	—
#Western Edition ...	27.8	—	46.9	—	11,943	—	20,138	—	11,943	—
Average 4 Editions ..	29.7	18.4	203.8	237.1	12,723	7,882	87,411	101,730	12,723	7,882
California Farm Bureau Monthly (mon)	10.1	15.1	81.6	107.6	7,623	11,430	61,713	81,312	7,245	10,912
Cooperative Digest (mon)	10.0	6.5	64.4	51.6	4,200	2,730	27,050	21,670	4,200	2,730
County Agent & Vo-Ag Teacher (mon)	24.2	18.4	204.0	220.2	10,366	7,894	87,524	94,483	10,366	7,894
§Iowa Farm Bureau Spokesman (w)	44.1	42.3	377.0	367.8	44,761	42,934	382,254	373,203	42,843	39,106
Michigan Farm News (mon)	1.6	3.8	18.9	22.6	3,639	8,796	43,910	52,416	3,143	8,395
Missouri Farmer (mon)	14.9	15.2	100.9	109.9	6,256	6,362	42,387	46,130	5,430	5,647
National-4-H News (mon)	14.6	15.3	146.0	144.8	6,123	6,407	61,335	60,826	6,123	6,407
†Nation's Agriculture ..	—	—	57.8	63.4	—	—	25,988	28,533	—	—
Ohio Farm Bureau News (mon)	7.7	10.2	86.1	77.9	3,453	4,587	38,764	35,065	—	—
§Washington Grange News: (sm)										
East Edition	11.3	10.0	102.8	92.3	12,271	10,853	111,976	100,291	11,858	10,535
West Edition	10.8	9.3	99.5	91.5	11,739	10,133	107,975	99,338	11,326	9,815
Average 2 Editions ..	11.0	9.6	101.0	92.0	12,005	10,493	109,839	99,809	11,592	10,175
Total Group	112.8	102.9	1,026.8	1,112.9	54,383	56,088	503,259	555,541	53,996	53,874

†Cumulative figures shown are for combined July-August issues. ††Started publishing sectional editions in July 1959, so there will be no 1958 sectional figures. #Not included in totals. §Not included in totals; figures shown are for July issues as August figures were not available as this issue went to press.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958
Breeder's Gazette (mon)	17.2	12.0	126.7	118.6	7,395	5,164	54,399	50,910	5,917	4,510
The Cattleman (mon) ..	108.9	97.6	722.1	629.0	45,738	40,999	303,159	263,964	15,120	12,929
*§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	55.5	54.9	229.5	229.1	118,213	116,938	488,424	487,432	27,335	34,367
Kansas City Daily Drovers Telegram ..	56.8	57.1	230.5	229.5	121,051	121,558	490,479	488,354	29,395	36,335
Omaha Daily Journal-Stockman .	59.9	59.6	251.4	255.7	127,474	126,821	535,065	544,313	36,463	41,720
St. Louis Daily Livestock Reporter .	53.2	51.6	185.4	170.7	113,297	109,753	394,538	363,307	22,563	33,264
††§Dairymen's League News (bw)	12.6	16.1	106.6	97.9	9,150	11,831	77,639	71,367	8,612	10,995
Florida Cattleman (mon)	61.1	59.4	570.8	526.4	25,699	24,980	239,751	221,098	19,194	16,261
Hoard's Dairyman (sm)	52.3	46.3	512.1	455.8	38,073	33,725	372,834	331,797	28,726	27,211
Livestock Breeder Journal (mon)	41.6	58.3	526.7	542.9	17,458	24,486	221,228	228,000	2,394	—
National Hog Farmer (mon)	18.9	9.1	153.8	93.3	19,183	9,235	156,108	94,809	18,530	8,860
National Live Stock Producer (mon)	18.9	10.7	143.2	109.5	13,771	7,816	104,277	79,694	13,322	7,551
Western Dairy Journal (mon)	34.8	36.1	344.9	309.3	14,942	15,500	147,958	132,354	5,079	5,656
Western Livestock Journal: (mon)										
Mts. & Plains Edition	91.4	77.4	550.3	423.5	39,219	33,194	236,090	181,689	12,045	13,092
**Pacific Slope Edition	212.0	215.1	821.4	820.5	90,961	92,274	352,401	352,044	20,548	21,836
†§Western Livestock Reporter (w)	24.1	24.4	225.3	254.2	32,390	32,794	295,707	290,639	483	1,042
Total Group	657.1	622.0	4,472.0	4,028.8	312,439	287,373	2,188,205	1,936,359	140,875	117,906

§Not included in totals; figures shown are for July issues as August figures were not available as this issue went to press. *Twenty-three issues July 1959; twenty-two issues July 1958. **Commercial Cattle Issue combined with regular August 1959 issue. †Changed from 1,120-line page to 1,344-line page February 1, 1959. ††Two issues July 1959; three issues July 1958.

Poultry

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958
†American Poultry Journal: (mon)										
Egg Producer Edition:										
#Eastern Edition .	13.0	19.9	151.1	186.2	5,567	8,529	64,322	80,907	4,977	7,381
#Midwest Edition .	10.5	20.3	157.5	195.0	5,895	8,702	68,866	83,580	5,305	7,841
#Pacific Edition ..	13.1	25.2	170.4	189.1	5,621	10,798	73,070	81,096	4,780	8,560
#Southern Edition	12.0	23.6	167.5	196.1	5,823	10,109	23,661	84,217	5,156	9,042
#Broiler Prod. Ed.	9.2	—	114.8	—	3,965	—	48,786	—	3,965	—
#Turkey Producer Ed.	14.1	—	103.2	—	6,028	—	44,223	—	6,028	—
Average 6 Editions	11.9	21.7	144.1	182.5	5,483	9,320	53,821	81,093	5,035	8,084
Broiler Growing (mon) .	29.6	34.4	270.9	284.2	12,719	14,765	116,201	121,909	9,987	11,762
*Everybody's Poultry Magazine (mon)	28.9	25.4	234.7	224.7	12,401	10,891	100,710	96,395	10,161	8,905
††Georgia Poultry Times (w)	30.6	25.6	224.5	213.7	32,746	27,412	207,472	189,980	30,002	24,962
††The Poultryman: (w)										
Dixie Edition	11.9	11.5	115.9	118.4	12,905	12,452	125,750	128,507	7,624	6,808
National Edition	11.8	10.9	110.3	112.0	12,814	11,948	119,667	121,586	7,554	6,640
New England Edition .	16.5	14.8	141.7	136.4	17,876	16,015	153,748	147,965	11,667	9,029
New Jersey Edition .	16.8	18.7	173.2	190.1	18,275	20,382	187,984	207,206	12,710	14,324
Poultry Tribune: (mon)										
#Eastern Edition ...	27.6	20.7	306.1	286.2	11,859	8,899	131,337	122,792	9,625	7,540
#Midwest Edition ...	24.9	20.8	301.5	282.7	10,662	8,919	129,349	121,268	8,484	7,686
#Pacific Edition	37.6	30.4	382.7	338.0	16,142	13,034	164,184	145,014	11,538	9,309
#Southeast Edition .	32.8	26.0	352.2	318.5	14,092	11,141	151,080	136,648	10,947	8,645
#Southwest Edition .	26.1	24.6	312.9	290.0	11,183	10,535	134,222	124,431	8,719	8,130
Average 5 Editions ..	29.8	24.5	331.1	303.1	12,788	10,505	142,033	130,031	9,863	8,260
Turkey World (mon) ...	25.7	32.6	369.6	362.4	11,020	13,982	158,560	155,491	9,789	13,223
Total Group	125.9	138.6	1,350.4	1,356.9	54,411	59,463	571,325	584,919	44,835	50,234

†Combined issue July-August 1958. #Not included in totals. ††Not included in totals; figures shown are for July issues as August figures were not available as this issue went to press. *July-August issues combined.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958
American Fruit Grower (mon)	11.1	15.0	264.7	288.0	4,793	6,499	114,348	124,400	4,343	6,374

	Total Advertising, in Pages				Total Advertising, in Lines					
	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958	Jan.-Aug. 1959	Jan.-Aug. 1958	Aug. 1959	Aug. 1958
American Vegetable Grower (mon)	20.2	16.6	267.2	246.4	8,745	7,167	115,430	106,471	8,475	7,013
California Citrograph (mon)	19.1	15.6	164.0	166.5	12,810	10,514	109,916	112,098	12,544	10,276
Florida Grower & Rancher (mon)	21.8	19.7	198.1	212.4	14,840	13,996	135,008	148,243	13,930	12,438
†Vegetable Growers Messenger	—	—	24.2	20.4	—	—	10,164	8,718	—	—
Western Fruit Grower (mon)	11.5	19.7	234.3	253.6	4,830	8,274	98,406	106,512	4,830	8,274
Total Group	83.7	86.6	1,152.5	1,187.3	46,018	46,450	583,272	606,442	44,122	44,175

†Published bi-monthly; cumulative figures shown are for July issues.

	Total Advertising, in Pages				Total Advertising, in Lines					
	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958	Jan.-July 1959	Jan.-July 1958	July 1959	July 1958
Canadian (July)										
Country Guide (mon)	24.7	24.9	291.6	274.8	17,798	17,981	209,962	197,917	17,798	17,981
Family Herald (w)	52.7	59.6	542.1	532.2	51,423	58,189	528,707	518,914	30,742	40,522
Farmer's Advocate & Canadian Countryman (sm)	22.6	24.9	308.4	313.3	15,801	17,443	215,895	219,291	12,942	14,622
Le Bulletin des Agriculteurs (mon)	31.4	31.9	378.4	381.6	22,006	22,345	264,974	267,084	22,006	22,345
Western Producer (w)	51.5	47.0	451.0	414.3	55,187	50,272	482,660	443,421	27,763	23,348
Total Group	182.9	188.3	1,971.5	1,916.2	162,215	166,230	1,702,198	1,646,627	111,251	118,818

Frozen Pea Council Formed to Promote More Consumption

CHICAGO, Aug. 25—Twenty-one frozen pea processors, who together account for about 70% of the industry's tonnage, have formed the Frozen Pea Council to promote consumption of frozen peas.

Present promotion plans include publicity and general public relations work, aimed at both home consumers and the institutional market. No advertising is planned at present.

■ Organizers of the new council are Theodore E. McGaffray, National Fruit Canning Co., Seattle, who is organizing committee chairman; F. J. Lamb, Lamb-Weston Inc., Weston, Ore.; D. M. Walker, Libby, McNeill & Libby, Chicago, and Manning Exton, Seabrook Farms Co., Seabrook, N. J.

Election of regular council officers is expected to take place within the next few weeks. Byrne Marcellus Co., Chicago trade association management organization, will operate the council. #

Meredith Publishing Revenues, Earnings Show 4.2% Increase

Revenues of Meredith Publishing Co. and subsidiaries for the fiscal year ending June 30, 1959, were $51,817,401, a 4.2% gain over revenues of $49,720,636 in fiscal 1958 and the second time the company has topped $50,000,000. The company's peak year of $53,000,000 was in fiscal 1957. Earnings in fiscal 1959 of $4,255,770 were 10.5% over last year's earnings of $3,850,307.

Included were operations from the company's publishing and broadcasting division and from two newly-acquired companies, Replogle Globes and National Plan Service. Costs and expenses totaled $47,561,631, a 3.7% increase over a year ago.

Compton Names Two in N. Y.; Adds Oregon Mutual Bank

Compton Advertising, New York, has promoted G. Warren Schloat, who joined the agency as vp in charge of tv commercial production in 1955, a creative director. Mr. Schloat is the author of a series of award-winning books for children. Compton also has named Ray Bimonte, formerly a copywriter and assistant supervisor of Cunningham & Walsh, a copywriter.

Compton's Portland office has been named to handle advertising for the Oregon Mutual Savings Bank, Portland. The annual ad budget is more than $40,000. Pacific National Advertising Agency formerly handled the account.

Armstrong Cork Sets Fall Drive

Armstrong Cork Co., Lancaster, Pa., will launch a national promotion through lumber dealers Sept. 30 pushing use of its acoustical ceiling tile in the do-it-yourself market. The promotion, tagged "Weekend Wonder," includes sales incentives for countermen and a free premium offer to consumers of a work apron. Window banners, posters and other point of sale material will go to dealers and the company will plug the promotion on its "Circle Theater" over CBS-TV. Batten, Barton, Durstine & Osborn is the agency.

The Average Capper's Farmer Subscriber Earns Over $12,000 a Year

Capper's Farmer Subscribers Are Eager to Learn about:

- Livestock Feeds
- Machinery
- Farm Management Helps
- Labor-Saving Equipment
- Animal Health Aids
- Fertilizers & Bug Killers
- New Crops

Their Wives Want to Know All About These Subjects:

- Food
- Sewing & Gardening
- Home Decorating
- Children & Teenagers
- Appliances
- Poultry
- Beauty

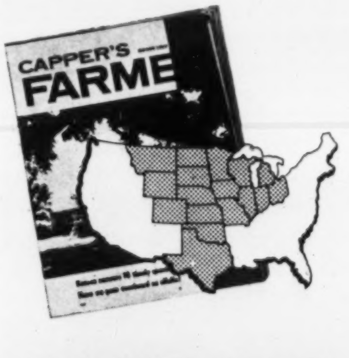
Turn this ready interest into cash sales . . . advertise in Capper's Farmer.

How to get your farm ads read . . . immediately . . . completely . . . by the top commercial farm families!

Capper's Farmer subscribers read this magazine from cover to cover at once—as independent surveys show. For no matter how pressed for time modern business farmers are, they realize the importance of the newest, most accurate, up-to-the-minute information.

Capper's Farmer inspires an unexcelled reader confidence and loyalty that makes them read it cover to cover when they're too busy to *waste* a minute. For Capper's Farmer is tightly edited specifically for these high-income farmers. It is consistently filled with the money-making ideas and facts they need. For years Capper's Farmer's market forecasts have won the trust of hundreds of thousands because they have been invaluable in helping farmers make money.

Would you like to see documented evidence of this reader loyalty? We have prepared the results of reader investigations which will show you why 1,500,000 farmers vote Capper's Farmer as "the most deeply read" and "the most helpful" magazine they receive. Send for this information today—it will help you determine how to make the most out of your advertising expenditure in America's richest 17-state farm area, the Midwest.



Capper's Farmer delivers sales in the rich agricultural Midwest for the lowest-cost-per-dollar invested.

CAPPER'S
FARMER

One of the six Stauffer-Capper Farm Magazines
Oscar S. Stauffer, Publisher
TOPEKA, KANSAS

Write, Phone or Wire the nearest sales office:
NEW YORK—420 Lexington Avenue
CLEVELAND—1010 Rockwell
CHICAGO—333 N. Michigan Avenue
LOS ANGELES—The Eschen Company, 3142 Wilshire Boulevard
TOPEKA—912 Kansas Avenue
SAN FRANCISCO—The Eschen Company, 57 Post Street

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Says Advertising Faces Serious Loss by Underpaying, Stifling Young Creative Talent

To the Editor: On numerous occasions during the past few years, censuring articles have appeared in the trade journals reproaching those who would put good copywriters out to pasture simply because they have passed the age of 40. Conversely, other critical pieces have condemned the mail room programs in which young creative talent is stifled and underpaid and eventually driven to other fields.

There is yet another maltreated group, of which little mention has been made. I refer to the young copywriters who have had several "experience" positions and are prepared to step up. But to what? There are very few jobs available to this group. Because this is so, the advertising field has lost many good and potentially exceptional copywriters.

Perhaps the most crushing question asked of a young writer attempting to take the big step is, "What have you done?" Anyone who has come up through the mail room system knows few copy cubs ever have an opportunity to create a distinctive campaign or an award-winning ad. Even after several years, the copywriter is still penning what the client, ad manager or account executive wants him to write. He cannot produce the clever imaginative ads that would assure him a better job, although he may have the ability to do so. These undistinguished ads are his samples. They are the work he must exhibit when he is asked that embarrassing question. Too often, even though the ads are well written and have sold the product, he loses out and becomes discouraged. "What can you do?" would be a better and fairer question to ask of the job-seeking copywriter. By being given a chance to compete from scratch, he may prove himself a better writer than his samples indicate.

Length of experience is another poor measurement of one's ability and here again the young writer is eliminated. Though it is conceivable that the lesser experienced of two copywriters competing for a position is the better writer, the employer will almost always choose the more experienced.

Finally, the spectre of specialization enters the picture. Apparently there is no longer any room for the copywriter who does not have a long record of experience with a specific product or service. How can a young copywriter with a few "experience jobs" behind him compete against those who have specialized? The answer is simple. He can't.

Well, what can he do? Perhaps, like myself, he will accept a position in another field and continue seeking the advertising man who will be interested only in what he can do now and in the future. Or perhaps, like many others I know, he will leave advertising completely and attempt to carve a career in a new field of endeavor. No matter which choice he makes, advertising has to be the loser. These are the men who should be ready to step in when the older men retire, but unless the situation improves, they won't be available.

Evan Stark,
Flushing, N. Y.

• • •

WASH-'N-WEAR LONG-SLEEVE

MEN'S DRESS SHIRTS

made to retail at $2.95 each!

2-way cuffs can be worn buttoned or cuff-linked! Sanforized, combed, high-count cotton broadcloths that wash without an iron care! Sizes 14½ to 17, sleeves 32" to 35".

$43

WASH-'N-WEAR LONG-SLEEVE

MEN'S DRESS SHIRTS

made to retail at $2.95 each!

2-way cuffs can be worn buttoned or cuff-linked! Sanforized, combed, high-count cotton broadcloths that wash without an iron care! Sizes 14½ to 17, sleeves 32" to 35".

3 for $4

This Is a Bargain?

To the Editor: Above is the way an S. Klein ad appeared in the *New York Mirror*—until it was corrected in a later edition, as below.

Allen Glasser,
Production Manager, Cantor Publications, New York.

Are Admen More to Blame Than Any Other Group for Communications Deterioration?

To the Editor: Perhaps there are more vital issues in life to worry about than the sad deterioration of our means of communication. I believe, however, we should consider breakdowns of language-standards more as a symbolical pattern-reflection of our general cultural level than as a disturbing incident in itself.

Strange, too, that we in the advertising field, who should be among the leading guardians of the English language, seem to be more guilty of setting such sloppy patterns than almost any other group.

Permit me to give you just a few everyday examples—all actual quotes from consumer and trade advertising:

Doesn't it make you cluck *your* tongue when you hear or read:

"Reduce it down," or "Most unique," or "Fill *out* this coupon," when actually we take nothing out, but, conversely, we fill *in the blank spaces?*

And what, pray, does "4.99 a full quart" mean? What else *is* a quart but full? If it's less, it isn't a quart at all. If it's more, it would be valid to designate it as "more than a quart."

So it continues with "$1.49 a full pound"—and "a long foot in length"—and that utterly silly "short mile to the railroad station."

Certainly I subscribe to the necessity of indulging in the psychologically-positive approach to emphasize a selling point. But these exaggerated redundancies

PROMOTE
YOUR PRODUCT
ALL THE WAY

especially thru the POINT OF SALE ... *your* POINT OF PROFIT

WHERE
FULL-SCALE SELLING
Finally Pays Off!

That is where the AMD merchandiser gives your product the advantages of being seen, selected and sold . . .

Bauer & Black
Elastic Goods Merchandiser
by AMD

CALL AMD
to help visualize the type of display you need for rounding out your full-scale selling program . . .

OR SEND
a description of the idea or merchandising unit you have in mind . . .

ADVERTISING METAL
DISPLAY CO

For over 35 years Designers and Producers of merchandisers that have been included in media plans for the nation's best known and best sold products.

CHICAGO 50
4621 W. Nineteenth St./BIshop 2-1242

NEW YORK 36
11 West 42nd Street/LOngacre 4-8255

COMPLETE MORE SALES WITH AMD MERCHANDISERS

By Dispensing • Demonstrating • Servicing

DESIGNERS AND BUILDERS OF MERCHANDISING DISPLAY UNITS FOR CLOSING MORE SALES PROFITABLY

PHOTOENGRAVERS

Collins
Miller &
Hutchings
Inc.

AMERICA'S FINEST PHOTOENGRAVING PLANT
333 WEST LAKE STREET • CHICAGO 6

are just plain gibberish.

And I'll consider Utopia having arrived if one day—just *one* day, mind you—I don't spot the damnedest, widespread ignorance regarding *its* and *it's*, and *don't* for *doesn't!* I'm not referring merely to the "little" guy or gal in the office—or to the sickeningly illiterate signs in store windows—of which there's a mountain of evidence. I stress, in this category, the letters I receive daily from so-called executives, while not overlooking newspaper columnists and other guideposts (!) of our withering culture.

Am I being hypercritical? I wish it were only that. I extend an open invitation, however, to anyone wishing to glance over an interesting "little" such collection that has passed thru my hands only in recent months. It's truly unbelievable.

To anyone with *any* standards left, it is heartbreaking indeed to witness this daily language-corrosion taking place.

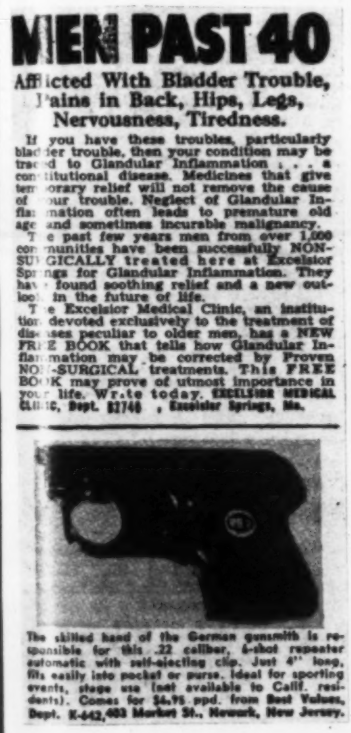
Of course, for those who themselves know no better, it really doesn't matter very much.

Lou Kashins,
Vice-President, Mark, Simeon & Renard, New York.

• • •

Do-It-Yourself Suicide Kit?

To the Editor: Here's a beauty for your next edition of ADVERTISING AGE. I blocked off an ad—that is actually two ads—but at first glance it looks like a do-it-yourself suicide kit. I thought it might be of interest to your readers.



MEN PAST 40

Afflicted With Bladder Trouble, Pains in Back, Hips, Legs, Nervousness, Tiredness.

If you have these troubles, particularly bladder trouble, then your condition may be traced to Glandular Inflammation . . . a constitutional disease. Medicines that give temporary relief will not remove the cause of your trouble. Neglect of Glandular Inflammation often leads to premature old age and sometimes incurable malignancy.

The past few years men from over 1,000 communities have been successfully NON-SURGICALLY treated here at Excelsior Springs for Glandular Inflammation. They have found soothing relief and a new outlook in the future of life.

The Excelsior Medical Clinic, an institution devoted exclusively to the treatment of diseases peculiar to older men, has a NEW FREE BOOK that tells how Glandular Inflammation may be corrected by Proven NON-SURGICAL treatments. This FREE BOOK may prove of utmost importance in your life. Write today. EXCELSIOR MEDICAL CLINIC, Dept. B2746, Excelsior Springs, Mo.

The skilled hand of the German gunsmith is responsible for this .22 caliber, 6-shot repeater automatic with self-ejecting clip. Just 4" long, fits easily into pocket or purse. Ideal for sporting events, stage use (not available to Calif. residents). Comes for $4.95 ppd. from Best Values, Dept. K-642, 403 Market St., Newark, New Jersey.

Thomas Towell,
Arthur Towell Inc., Madison, Wis.

• • •

'Minneapolis Star' Carried Two Pages in Armour Test

To the Editor: In your issue of Aug. 10 on Page 79, you carried an illustration of a four-color page for Armour & Co.'s new Flavor Saver bacon. The cut lines said, "Armour & Co., Chicago, will introduce its new 1-lb. Flavor Saver package featuring four individually sealed portions of sliced bacon for the Minneapolis-St. Paul test market with this ad in the Aug. 12 issue of the *St. Paul Dispatch.*"

I thought you would like to know that on the same day the *Minneapolis Star* carried not one but two facing pages for this product. My reason for writing is that I do not believe we should hide our light under a bushel after carrying such a terrific piece of business.

You might also like to know that the store where I shop regularly every Saturday morning had only one package left.

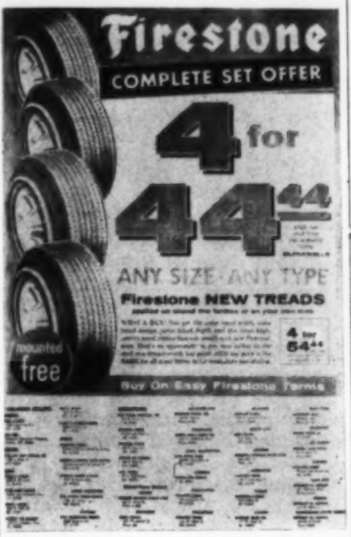
Daniel J. Donahue,
National Advertising, *The Minneapolis Star*, Minneapolis.

• • •

Almost Ready to Buy—But

To the Editor: Here's our August nomination for "ads we can do without."

We were almost ready to head for our nearest Firestone dealer when we came upon the 24-point line ". . . applied on sound tire bodies or on your own tires."



Firestone
COMPLETE SET OFFER
4 for 44.44
ANY SIZE · ANY TYPE
Firestone NEW TREADS
4 for 54.44
mounted free
Buy On Easy Firestone Terms

This is the sort of copy we now expect from fast retail operations, but hardly from as respectable a firm as Firestone.

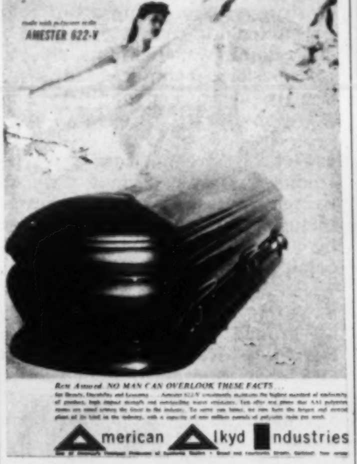
A. Lovell Elliott,
A. Lovell Elliot Advertising, Columbus, O.

• • •

Likes Girls, but Not This One

To the Editor: I like pictures of pretty girls. I'm even more fond of pretty girls dressed in a minimum of clothing and I am particularly crazy about pictures of pretty girls in absolutely nothing at all, but I think the combination of the seminude gal and the burial casket featured in the enclosed ad is just overdoing the whole thing a bit.

To me this ranks as one of the best examples of advertising we can do without and if the combination of nudity and casket isn't enough to make your stomach turn over, feast your eyes on the tricky heading which says "Rest Assured, NO MAN CAN OVERLOOK THESE FACTS . . .". This cuteness plus the composite feature of the ad make it by far the most outstanding example of bad taste I've seen in recent months.



AMESTER 622-V
Rest Assured, NO MAN CAN OVERLOOK THESE FACTS . . .
American Alkyd Industries

Gerald F. Gilbert Jr.,
Manager of Marketing, Atlas Mineral Products Co., Mertztown, Pa.

Illustration's Detail Needs a Close Look

To the Editor: Your issue of this date carries a beautiful, four-color insert by *Production Magazine*, printed on nice, shiny Kromecote. Dominating the page is a large illustration of a big executive, in black tie, seated at an empty restaurant table, gazing at some gleaming mechanical gizmo, smoking a cigar and cluttering up a snowy table cloth with calculations, written in nice, clear *black* figures, *using a red grease pencil.* Damn resourceful, these metal-working fellows.

L. A. Wall,
Art Director, J. Edward Connelly, Advertising, Pittsburgh.

A squint through editorial bifocals shows a red eraser (right hand end) and the pencil's point facing the model.

PRODUCTION MAGAZINE

• • •

Takes Issue with Reader Who Attacked McCann Ad

To the Editor: May a onetime agency man join a quarrel?

I read with great interest Peter Artzt's ringing denunciation of a McCann-Erickson house ad, in which he wrote the agency had "joined the war now being so widely waged against brains."

Mr. Artzt quotes the dictionary definition of an intellectual as one "having unusual mental capacity, above the average in intelligence." That being the definition, why is the "red-white-and blue American who never reads a book" almost ipso facto non-intellectual while his bookish, studious opponent is a guaranteed, bona fide certified intellectual?

The mere ability to cram one's head full of book learning, and/or criticize the world in general neither proves or disproves that said critic is an intellectual (i.e.—having unusual mental capacity). Or, even if he is a genuine intellectual, that does not mean his criticism is free of bias, special-interest considerations, or misinformation.

My point is, agency men should not feel they have to grovel before virtually every self-anointed critic of the advertising business. If they feel the criticism is unjust, they should feel free to refute it, without having to fight the loaded charge of "anti-intellectualism."

I am neither defending nor condemning the McCann ad. I haven't even seen it. But I just happen to resent the idea that admen who take issue with intellectuals are either gray-flanneled Iagos, or muscle-bound ignoramuses.

Lionel Lokos,
Long Island, N. Y.

ACTIVISM!
What is it ?

Do you know this man . .
Together

An executive of five companies, an officer of four fraternal organizations, and president of his Chamber of Commerce, R. Clem Knecht, by every measurement, is a leading citizen of South Dakota's famed Black Hills. In addition to his business and civic activities in his home town of Rapid City, he is an avid fisherman and golfer—and chairman of the building committee of his church. While not all of TOGETHER's 900,000 reader families are able to serve their communities as extensively as Mr. Knecht's, most have a special bent for leadership in church and civic affairs. Like Mr. Knecht, they are mighty important people to reach with your product story. One way to be certain of reaching them is with your advertising in TOGETHER magazine.

ABC

Together
The Midmonth Magazine for Methodist Families
740 NORTH RUSH STREET • CHICAGO 11, ILLINOIS

Along the Media Path

WBBM-TV, Chicago CBS outlet, has prepared a 26-page booklet on tv tape recording. The contents of the booklet include descriptions of the equipment, how it is used and its advantages. Copies can be obtained from Scott A. Young, assistant program manager, WBBM-TV, 630 N. McClurg Ct., Chicago 11.

- **KMTV**, Omaha, will celebrate its 10th anniversary with a "balloon drop" on Sept. 1. Planes will drop 2,500 gift certificates over 43 cities and towns within a 100 mile radius of Omaha. Certificates will be good for such trinkets as a 1959 Buick LeSabre, two RCA 21" color tv sets, ten RCA 21" console tv sets Carrier air conditioners, RCA portable tv sets, Bulova wrist watches and transistor and clock radios.

- The annual "Progress Edition" of the **Sunday Courier and Press,** Evansville, Ind., carried 342,370 lines of advertising, exclusive of **Parade** and color comics, a gain of 11% over the same edition a year ago. The special edition carried 196 r.o.p. pages compared to 182 pages the year before.

- **Southern California Broadcasters Assn.,** 6047 Hollywood Blvd., Los Angeles, has prepared a 20-minute slide presentation on "The Sound of Selling," which explains the advantages of radio advertising, due to the climate and geography of the Pacific Coast.

- **McCall's** has opened its 19th annual competition for the Laura McCall Award, presented to business women who have made outstanding contributions to the advancement of better living through the use of modern electric services and appliances. Entries must describe home service programs and activities which have been carried on or developed during the contest year, beginning Sept. 1, 1958, and ending Aug. 31, 1959. Entries must be postmarked no later than Sept. 30.

- **Life** has signed contracts with the seven prospective space men—or astronauts—so that only *Life* will publish the official, plus the personal, eyewitness accounts of their experiences in training and eventually, of man's first trip into space. Also included in the contract are the personal stories of the men's families.

KPHO-TV, Phoenix, recently celebrated its 20th anniversary. The station is owned by Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming.*

- **The Chicago Daily Tribune** will publish a special supplement, "Banking is Your Business," featuring bank services for families, in its Sept. 17 edition. Contents of the supplement will be zoned geographically to permit financial institutions to aim their advertising messages at families living in the areas they serve.

- The European edition of the **New York Herald Tribune,** published in Paris, recently topped the 50,000 net paid circulation mark for the first time. France accounts for 19,700 of this circulation total; in Britain, Germany, Italy and Switzerland, the edition is selling more than 4,000 copies. In addition, the newspaper has launched "Business Newsletter from Europe," a twice-monthly digest of European economic news. Sent by air to subscribers in the U. S., the newsletter is priced at $100 per year. A special introductory offer of $17.50 for three months is available.

- Raytheon Mfg. Co. will run a 26-page insert printed on 80 lb. coated stock in gold, black and red in the August issue of **Elecronic Technician.** The ad will describe the new Raytheon bonded tv-radio service program in detail. The advertisement will be augmented by a campaign in 51 *TV Guide* regional editions and a spread in *Look*.

- The D. C. Savings & Loan League for the second consecutive year will publish its annual newspaper section inaugurating National Thrift Week in the nation's capital in the **Washington Star.** In gravure, the section will appear in the Oct. 18 edition.

- Week-long ceremonies that included an industrial development conference marked the opening of the new **WFBG** radio and television center in Altoona, Pa. During the opening week the WFBG Radio Show Wagon was located in front of the building from which some programs were originated.

- **WANN**, Annapolis, Md., will increase its power to 10,000 watts when it begins operation from the station's new studio and transmitter building.

Maria Bourne La Vigne Webb

EDUCATORS—*Planning the executives' advanced advertising course sponsored by the Advertising & Sales Executives Club of Montreal at the University of Montreal starting Sept. 28, are Maurice Maria, professor, University of Montreal, and W. J. La Vigne, general manager, Donahue & Coe (Canada) Ltd., co-directors of the course; W. G. Bourne, Montreal advertising manager, Pepsi-Cola Co., chairman of the course, and J. D. Webb, advertising manager, Crane Ltd., club director of the course.*

- Effective with the January, 1960, issue, **Western Building** will offer to marketers of light construction a new program which will give blanket circulation coverage of the entire industry, an expanded editorial policy and a market research program to provide manufacturers with the latest data concerning light construction trends in the 11 western states, Alaska and Hawaii.

- **Holiday,** New York, is sponsoring a contest open to all secretaries who spend 50% or more time in agency work. First prize will be a 16-day American Express Holiday tour of Europe and $250 in cash. Entrants will be judged on appearance, personality and efficiency.

- **WOW-TV,** Omaha, celebrated its 10th anniversary of telecasting Aug. 29 with a ground-breaking ceremony for the new building which will house the station's facilities as well as those of WOW Radio. Other celebration activities included a breakfast for station employes and a one-hour documentary film tracing the growth of the station.

- Approximately 1,000 leading stores across the country will tie in with **House & Garden's** 13th annual color promotion, "Color Reigns in '60," to be featured in *H&G's* September color issue. Tie-in stores are receiving a fall color promotion kit complete with special retail newspaper mats, streamers, posters, counter card offer, display ideas, and radio/tv spot announcements.

- **Field & Stream,** New York, introduced a new format with its September issue. The new format includes a change in typography, layout and design and use of more color.

- Nearly three years after breaking ground for a new building the **Herald & News,** Klamath Falls, Ore., has completed construction of the press building and major alterations in the newspaper plant itself.

- **Department of New Laurels**

Curtis Publishing Co. reports first six-months' earnings of $1,902,745, up from $1,806,532 over the same period a year ago.

Missiles & Rockets shows a 10% increase in gross advertising revenue for the first six months of 1959 over the comparable period in 1958.

Progressive Architecture reports an increase of more than 70 pages in advertising for the first nine months of 1959 over the comparable 1958 period.

Armed Forces Management shows a 94% increase in advertising for the first nine months of 1959 over the same period in 1958.

Ladies' Home Journal reports that cosmetic and beauty aids advertising revenue for the first six months of 1959 totals $1,790,547, an increase of 95.5% over the $916,105 total for the same period in 1958.

Sports Afield had a 10.7% linage gain and 24% advertising revenue gain for the first nine months of 1959 over the comparable period the previous year.

House Beautiful, New York, reports a total paid circulation for the first six months of 1959 of 722,352, a 4.2% increase over the same period in 1958.

True reports a 15% advertising linage increase for the first six months of 1959 over the comparable 1958 period.

Net profits for **McCall Corp.** for the first half of 1959 showed a 10% increase over the 1958 earnings. Net sales increased 6% over last year's figures.

WABC-TV, New York, increased its profits by 13% for the second quarter of 1959 over the comparable 1958 period.

Air Cargo increased its sales volume 30% during the first half of 1959 over the comparable period the previous year.

Armed Forces Management showed an 83% increase in sales for the first six months of 1959 over the same period in 1958.

Taft Broadcasting Co. increased its net profits 32% during the first quarter of 1959 over the comparable 1958 period.

Fleet Product News showed an 82% gain in advertising space for the first six months of 1959 over the first six months of 1958.

Flying reports a gain of 16.6% in advertising for the first six months of 1959. This represents an increase of 42.5 pages over the comparable January-to-June period in 1958.

All **Conde Nast Publications** report circulation increases for the first half of 1959 over the same period in 1958. *House & Garden* showed a 10.5% increase, *Glamour* increased its circulation by 27,389, *Vogue's* sales rose to 419,858 and *Bride's Magazine* increased its circulation to 170,495. #

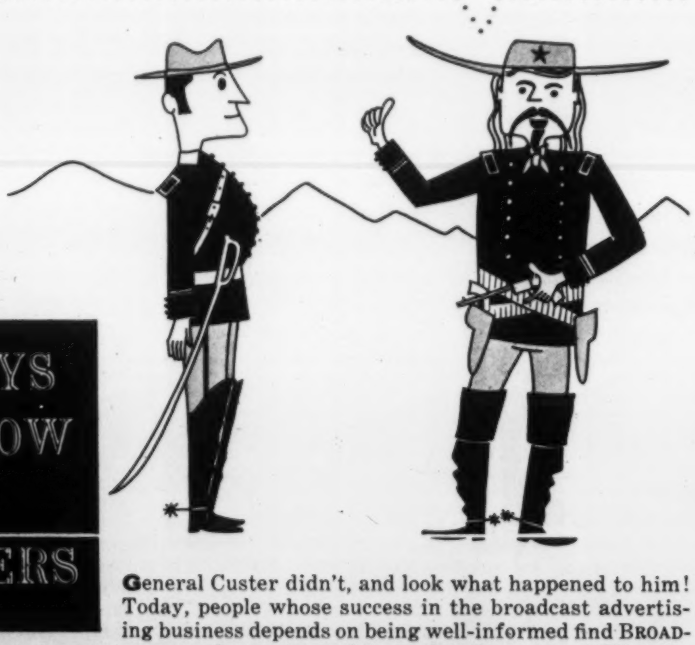
Salonites Joins TPI

Stephen M. Salonites, formerly a senior account executive at American Research Bureau, has been named sales manager at Television Personal Interviews, New York, broadcast rating company. This position had been vacant for several months.

ACTIVISM!

Who's got it?

"Think this is a good place to make a stand, son?"



IT PAYS TO KNOW THE ANSWERS

General Custer didn't, and look what happened to him! Today, people whose success in the broadcast advertising business depends on being well-informed find BROADCASTING the most complete, authentic source of TV-radio news. More of them *PAY* to get BROADCASTING than for the next three publications combined. When *you* take a stand, be sure BROADCASTING is your G-2 source for the right answers.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

Tiffany Thayer, Novelist, Adman, Is Dead at 57

NANTUCKET, Aug. 25—Tiffany Thayer, 57, novelist and advertising copywriter, died Aug. 23 of a heart attack at his home here. Mr. Thayer had planned to return yesterday to his winter home in New York. For the past 30 years he had spent his winters writing advertising copy and his summers writing novels. Since 1948 he had been with Sullivan, Stauffer, Colwell & Bayles, and before that for about ten years with J. Walter Thompson Co. He was also secretary of the Fortean Society of New York, an organization of writers, and was editor of "Doubt," a quarterly.

As a novelist, Mr. Thayer was best known for "Thirteen Men," a best seller of the 1920s; his latest work, published in 1956, was "The Prince of Taranto," the first volume of a three-volume historical novel on Mona Lisa.

Born in Freeport, Ill., he left high school to tour with a stock company, and from 1917 to 1925 he appeared in featured roles in some of the most popular melodramas of the day. After a period of newspaper reporting on the old *Chicago Herald & Examiner*, clerking in a bookstore, and other odd jobs, he turned to fiction and wrote more than a dozen popular novels, including "Three Sheet," "One Man Show," "The Greek," "Thirteen Men" and "Thirteen Women."

■ In 1926 he went to New York to try to make the big time in show business, but without great success. He then turned to advertising copywriting, first as a free lance, and later on the staff of J. Walter Thompson Co. It was during this period that he met and married Kathleen McMahon, who then handled radio talent at Ruthrauff & Ryan, now Erwin Wasey, Ruthrauff & Ryan.

From 1930 to 1932, Mr. Thayer was advertising manager of the Literary Guild; he then spent four years in Hollywood writing film scenarios.

Since 1948 he had divided his year into two six-month periods. From December through May he put in regular office hours as a copywriter at SSC&B, where he worked on various accounts, but largely on American Tobacco Co.'s Pall Mall cigaret account. From June through November he retired to Nantucket, where he worked on his novels.

Mr. Thayer wrote 19 novels under his own name and a number of others under various pen names. His work was often criticized as deliberately erotic, and Ben Hecht once dedicated a book to him with the words, "To a fellow pornographer."

■ A *New York Times* reporter who interviewed him at his New York office a few years ago found that Mr. Thayer enjoyed writing an advertising jingle as much as he did historical fiction. But the reporter also noted that "at the lunch hour, when all good advertising men are supposed to be out huckstering among the martinis, he sits in his office cell alternately munching a sandwich and playing a recorder."

LOUIS LIVINGSTON

NEW YORK, Aug. 25—Louis Livingston, 59, head of the public relations organization bearing his name, and former promotion manager of the *New York Journal-American* and the *Philadelphia Bulletin*, died Aug. 19 of cancer at the Hospital for Joint Diseases.

Mr. Livingston founded his own company about five years ago, after serving as promotion manager of the *Chicago American*, a position he took after service during World War II in various governmental posts.

■ Born in Dallas, he was graduated from Columbia University's school of journalism. He then worked on the old *New York World*, and at the outbreak of World War I joined the Navy.

Subsequently, he became promotion manager of the *Journal-American* and later of the *Bulletin*. At the beginning of World War II he went to Washington and managed various promotional campaigns for the Treasury Department, and later served in the Army Air Force and as an official of the American military government in Japan.

FREDERIC B. STUBINGER

BUFFALO, Aug. 25—Frederic B. Stubinger, 58, advertising manager of the Buffalo Forge Co., died Aug. 17 in Kenmore Mercy Hospital following a heart attack.

Mr. Stubinger had been instrumental in guiding the advertising programs of Buffalo Forge and its subsidiary, Buffalo Pumps Inc., for 38 years. He joined the company in March, 1921 as assistant advertising manager and was promoted to ad manager two years later. He previously was with Dunlop Tire & Rubber Corp. here.

Mr. Stubinger was born in the Buffalo area. He was a past president of the Niagara Frontier Industrial Advertising Assn. and past national director of the National Industrial Advertisers Assn.

JACQUES H. HERTS

SARATOGA, CAL., Aug. 25—Jacques H. Herts, 65, who retired 15 years ago as a vp and director of Albert Frank-Guenther Law, New York financial advertising agency, died yesterday of a heart attack at his home here.

Born in New York, Mr. Herts joined the old Albert Frank Co., a predecessor of the present agency, in 1911. During World War I he served overseas with the Army. Following the war he returned to the agency, where he became successively account executive, vp and a director, and was regarded as an authority on financial advertising.

How advertisers of
APPAREL, FOOTWEAR & ACCESSORIES
rank national magazines
(Jan.-June, 1959)

RANK	MAGAZINE	ADVERTISING REVENUE
1.	LIFE	$3,800,138
2.	Vogue	1,748,006
3.	Seventeen	1,434,621
4.	Good Housekeeping	1,327,856
5.	Ladies' Home Journal	1,104,559

BIGNESS
is a fact of LIFE

Sources: P.I.B. (gross figures).

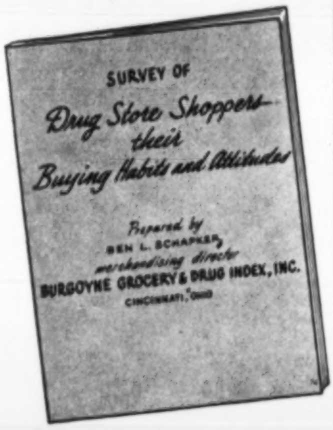
THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Business must be rather poor in the burlesque houses of our British cousins, or, more likely, the Isles are experiencing an unusually cool summer this year. These possibilities were brought to our attention by an item we read the other day about a burlesque queen in Leeds, England, being arrested for stealing clothes—a very humiliating experience for a stripper! Our philanthropic nature cries out that we should start a new "Bundles for Britain" campaign, while our artistic side keeps wondering—"Why don't they just turn up the heat?"

• • •

We'd like to turn on the heat for our second annual Survey of Drug Store Shoppers—now off the presses and ready for distribution.


SURVEY OF
Drug Store Shoppers—their Buying Habits and Attitudes
Prepared by
BEN L. SCHAPKER, merchandising director
BURGOYNE GROCERY & DRUG INDEX, INC.
CINCINNATI, OHIO

This year's Survey will be of tremendous value not only to owners and operators of drug stores but also to drug product advertisers on the national level, and their advertising agencies. A long list of important questions and their valuable answers are covered in the survey, with subjects ranging from frequency of shopping to why consumers prefer one store to another. Your copy of this important Survey of Drug Store Shoppers is available at the cost of one crisp dollar bill.

• • •

A table spread manufacturer, with a special, new-formula spread and containing only unsaturated fats, wanted to test his product on a limited basis before taking it to market in a big way. In addition to testing the product for consumer acceptability, as against regular and deluxe margarine spreads, our friend also wanted to know the relative value of couponing as against straight advertising. The Burgoyne organization went to work immediately and set the product up for auditing in already active store panels in South Bend, Rockford, and Grand Rapids. Burgoyne field personnel are now checking product unit sales from shelf and reserve stocks as well as from factual purchase orders. The completed report will show distribution . . . consumer and retailer purchases . . . and merchandising activities on our friend's table spread—and all other brands, too.

• • •

A test like the one reported above gives a manufacturer some solid facts to put behind his future merchandising plans. If you're out in the wilderness over the sales status of a product, how about letting Burgoyne's bloodhounds bring in the evidence.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Rough and Tumble Cereal Market Awaits General Mills in Britain

(*Continued from Page 3*)

increased between the various brands.

In 1952, the total press expenditure (newspapers and periodicals) on breakfast cereals was £557,000 ($1,559,600). This rose to £821,000 ($2,298,800) in 1953; £1,100,000 ($3,080,000) in 1954 and £1,300,000 ($3,640,000) in 1955. There was a slight dip in 1956 to just above the 1954 level.

During 1957 the total press expenditure rose again to £1,300,000 ($3,640,000) but slipped back last year just under the £1,000,000 ($2,800,000) level—at which it appears to be stabilizing for the time being.

▪ While press advertising is apparently stabilizing after a rapid expansion, television has now become the expanding section of the budget. In the year ending September, 1956, for instance, the total spent on advertising cereals on commercial television was £259,000 ($725,200), or about 19% of the total press/tv expenditure.

This compared with some £1,386,000 ($3,880,800) which was spent by the cereal manufacturers on commercial television during 1958. This was approximately 60% of the total press/tv advertising in this field during the year.

U. S. Dominates Market

▪ The breakfast cereal market in Britain is dominated by U.S.-controlled companies: Kellogg Co. of Great Britain Ltd., Nabisco Foods Ltd., Quaker Oats Ltd. and Alfred Bird (General Foods). Weetabix Ltd. is the exception.

Recent commodity surveys by Odhams Press Ltd., one of Britain's biggest press and magazine companies, show that the market breaks down roughly this way:

Kellogg brands	61%
Shredded Wheat Ltd. (Nabisco)	13%
Weetabix Ltd.	12%
Quaker Oats Ltd.	12%
Alfred Bird (General Foods)	1%
Others	1%

The overwhelming dominance of Kellogg results mainly from the popularity of Kellogg's Corn Flakes, which accounts for about 46% of all breakfast cereal purchases. The rest of the market is shared between the various brands this way:

Weetabix	11%
Welgar Shredded Wheat	11%
Kellogg Rice Krispies	7%
Quaker Sugar Puffs	6%
Kellogg All Bran	5%
Quaker Puffed Wheat	5%
Kellogg Sugar Frosted	3%
Welgar Shreddies	2%
Kellogg Sugar Ricicles	1%
Bird's Grape Nut	1%
Other brands	2%

In the porridge oats field, Quaker is the dominant brand, accounting for nearly 50% of the market. Its nearest rival is Scott's Porage Oats, which accounts for just over 40%. The remainder is taken up by minor brands and unbranded porridge oats sold by bulk rather than pre-packaged.

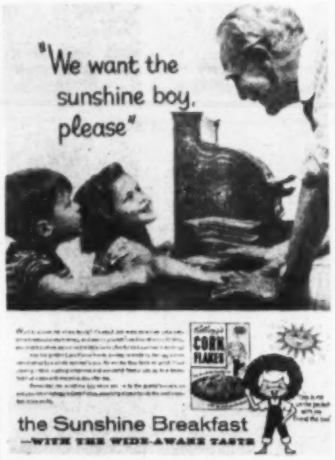
Four-Horned Dilemma

▪ The battle for the breakfast table is a four-way affair in Britain. A recent survey by the market research division of W. S. Crawford Advertising Agency ("The Foods We Eat") showed that of the 83% of Britons who have breakfast, 4% have porridge, 27% have ready-to-eat cereals and 45% have a cooked breakfast. The cooked-breakfast fans are the 31% of the population who have eggs for breakfast and the 27% who have bacon. (There is some overlapping caused by those who have eggs and bacon—some 13% of the population.)

▪ Egg consumption, promoted by the Egg Marketing Board (a Mather & Crowther account), went up 11% between 1953 and 1957, according to a recent issue of the British Treasury's "Bulletin for Industry."

Since 1955-56, the output of egg packing stations has risen from 16,000,000 boxes of 360 eggs a year to 24,000,000 boxes in 1958-59. This means annual per capita consumption rose in the same period from 211 to 236 eggs.

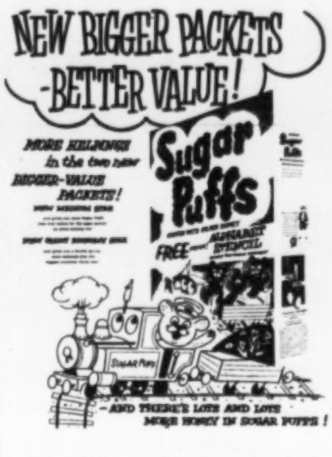
Bacon consumption, on the other hand, dropped 1% between 1953 and 1957, the Treasury reported. The Bacon Information Council, representing bacon producers in Britain, Ireland, Denmark, Holland and Poland, has been carrying out extensive advertising to boost consumption. Erwin Wasey, Ruthrauff & Ryan is the agency.


"We want the sunshine boy, please"
CORN FLAKES
the Sunshine Breakfast
—WITH THE WIDE-AWAKE TASTE

LEADER—*Kellogg's Corn Flakes is the leading ready-to-eat cereal in Britain.*

Intra-Cereal Warfare

▪ Manufacturers in the cereal field must compete against these two foods which are eaten mainly at breakfast as well as among themselves. And in the cereal field itself, there is competition not only between individual brands but also between the ready-to-eat cereals and the porridge oats cereals.


NEW BIGGER PACKETS -BETTER VALUE!
MORE HELPINGS in the two new BIGGER-VALUE PACKETS!
Sugar Puffs
FREE ALPHABET STENCIL
—AND THERE'S LOTS AND LOTS MORE HONEY IN SUGAR PUFFS!

APPEAL—*New packages and premiums galore add to the frenzy in cereal advertising in Britain, as in this ad for Quaker Oats' Sugar Puffs.*

In 1950-51, porridge oats production was running at over 11,000 tons monthly, almost double that of the ready-to-eat cereals.

This was about the peak for porridge oats, due probably to the shortage of such alternatives as eggs and bacon. Then consumption and production of porridge oats began dropping off as consumption of ready-to-eat cereals increased.

By 1954 porridge oats production leveled out at just under 8,000 tons a month. Ready-to-eat cereals moved into the lead in 1955 and have increased their share of the market since.

ITA to the Rescue

As in the U.S., one major problem of cereal manufacturers is to appeal to both mother and child. Premiums and child appeal are universally used here as across the Atlantic.

▪ But there are sections of the trade who feel the whole thing has gone too far. The Independent Television Authority, the government-appointed watch dog of commercial television, has tightened up its rules on advertising to children. No longer can a manufacturer make a strong pitch to the kids to make life hell for mom if she doesn't buy the right cereal.

"I once sold cereals," moaned a small grocer in London's Chelsea district. "Now I run around all day looking for spinning tops, balloons and bazookas and the right top on the box."

But this was taken as a compliment by one of the bright young men responsible for picking the premiums.

"Sometimes," he said, "I have to remind myself that we also put breakfast food in those packets."

Hi-Fi in a Bowl

▪ If it's not the premiums they're advertising, its the sound the food makes on your breakfast plate—running the full range of onomatopoeia from snap to boom.

Since all the new brands thrusting for a place in the market have to have a gimmick, maybe General Mills is planning to market a breakfast cereal sans toys and sans noise.

Here is the way the four leading manufacturers stacked up on press and television advertising in the last quarter of 1958:

Kellogg	(J. Walter Thompson)	$620,200
Quaker	(Erwin Wasey, Ruthrauff & Ryan Foote, Cone & Belding)	$322,280
Nabisco	(McCann-Erickson)	$146,160
Weetabix	(Gobolds Ltd.)	$114,240

ACTIVISM!
What's in it for you?

Coming Conventions

*Indicates first listing in this column.

Sept. 11-13. Iowa Daily Press Assn., Hotel Savery, Des Moines, Ia.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. CBS Radio Affiliates Assn., sixth annual convention, Waldorf-Astoria, New York.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

Sept. 24-26. Advertising Federation of America, 10th District, convention, Hotel Texas, Fort Worth.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Magazine Publishers Assn., 3rd annual fall conference, Hotel Commodore, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 4-6. Advertising Federation of America, 7th District, convention, Roosevelt Hotel, New Orleans.

Oct. 5-6. New England Newspaper Advertising Assn., annual meeting, Parker House, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 8-9. Advertising Federation of America, 3rd District, fall conference, Poinsett Hotel, Greenville, S. C.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

*Oct. 16-17. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

*Oct. 21. Associated Business Publications, annual midwestern conference, Drake Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

*Oct. 23-25. Midwestern Intercity Conference of Women's Advertising Clubs, Oakton Manor, Pewaukee, Wis.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

*April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

Four Name Bolling Co.

Bolling Co., New York, has been named national representative for the *Herald Tribune* radio network, which owns four stations—WFYI, Garden City; WVOX, New Rochelle; WVIP, Mt. Kisco, and WGHQ, Saugerties, N. Y. WGHQ was formerly represented by Thomas F. Clark Co., and WVIP was handled by Elisabeth M. Beckjorden, while the other stations had no representative.

Churchill Named Chairman of D&C; West Is President

(Continued from Page 1)

vp and chairman of the plans board, has become exec vp.

• Walter Weir, previously the sole exec vp in the Donahue & Coe lineup, has been tapped as chairman of the executive committee.

Wm. Schneider

Donald West

• Judson Irish, formerly senior vp and creative director of Ogilvy, Benson & Mather, has been named senior vp in charge of creative services.

• Oliver A. Kingsbury, formerly vp and secretary, has been elevated to administrative vp and general manager.

Walter Weir

Judson Irish

• Joining the board of directors were A. B. Churchill and Bertram S. Nayfack, both vps. Added to the executive committee were Jack Rosenthal, marketing vp; Stuart Cowan, vp in charge of the corporate and industrial division, and Gerry Arthur, media vp.

■ Mr. Churchill, who bought out M. J. Donahue and Sayers Coe, founders of the agency, in the early '30s, said he will "continue to be actively associated" with Donahue & Coe as chairman and chief executive officer.

E. J. Churchill

"My associates and I," he said, "brought Don West in nearly three years ago for the purpose of grooming him for the job to which he has now been elected. He was our unanimous choice."

Mr. West had been exec vp of Robert W. Orr & Associates prior to joining Donahue & Coe. The Orr agency soon thereafter became a division of Fuller & Smith & Ross. Orr lost the $4,000,000 Andrew Jergens account in June, 1957. This represented two-thirds of the agency's billings. With the Jergens loss, more than 20 Orr employes were let out. These included Mr. West, who moved to Donahue & Coe in the then new post of vp-merchandising director.

■ Donahue & Coe, which expects 1959 billings to advance to $32,000,000, has added Coates Plymouth gin, Mytinger & Casselberry Nutrilite food supplement), Foster-Grant (sun glasses) and American Enka so far this year. It has lost Fairbanks, Morse & Co. and the general advertising promotion portion of *McCall's* (while retaining circulation promotion advertising).

In recent weeks (AA, Aug. 3), the agency was named by E. R. Squibb division of Olin Mathieson Chemical Corp. to handle a market test for a new proprietary product. The product, a vitamin called Vigran, will be tested in seven cities beginning Sept. 15. Independent Sunday supplements, tv and radio spots and r.o.p. color ads in newspapers will be used.

■ Last week Donahue & Coe announced the acquisition of Security-First National Bank of California (AA, Aug. 24), said to be planning a 1960 promotional budget of over $1,000,000. The bank had been handled by Foote, Cone & Belding for 20 years. Richard C. Moses, exec vp and general manager of D&C's Los Angeles office, will be account supervisor.

At the end of December, 1956, Donahue & Coe "consolidated" the agency with Arthur Grossman Advertising, Chicago, to make "available a tremendous pool of marketing and creative talent" in New York and Chicago. Then, last December, Donahue & Coe made a deal—"definitely not a merger"—with Keyes, Madden & Jones, Chicago. The latter was to service three D&C accounts in Chicago and absorb about 20 D&C people. At the same time, D&C was to add about half of the Keyes, Madden New York staff, about 12 persons.

The affiliation was to "trim unnecessarily duplicated overhead" and effect other savings that would bring additional services to clients of both shops. Keyes, Madden was to service National Presto, Norge and York Corp. for Donahue & Coe, while the latter serviced part of Congoleum-Nairn for Keyes, Madden.

■ Billings of $32,000,000 for 1959 would represent a new high for Donahue & Coe, which moved from $12,500,000 in 1948 to a peak of $30,900,000 in 1957. #

Sara Lee Sets Ads in Three Media in Push for New Cakes

(Continued from Page 2)

the program, which will mark Mr. Godfrey's first television appearance since his recent illness. The commercials will be done live by Mr. Godfrey. Beginning Sept. 28, Sara Lee will resume sponsorship of the Arthur Godfrey radio program on CBS on alternate Thursdays and Fridays. "Captain Kangaroo" (CBS-TV) also will feature the new cakes.

A spot campaign on 37 radio and tv stations also will support the cakes, the seventh and eighth Sara Lee products. The company now has achieved full production in its new Chicago bakery, which combined facilities of two other plants.

Cunningham & Walsh is the agency. #

KING Names Archer, McCann

Randy Archer, account executive with KING, Seattle, has been appointed local sales manager, a new position. Earl Reilly Jr., who was named to succeed Gibbs Lincoln, former station manager (now with KVI, Seattle), supervises national sales. Tom McCann, at one time with KING, and later with Miller, Mackay, Hoeck & Hartung, has returned to KING-TV as an account executive, succeeding Mr. Reilly.

Charles Gross Names Spano

Charles Anthony Gross Advertising Agency, Miami, has appointed Michael A. Spano copy chief. Mr. Spano formerly was copy chief of the Marschalk & Pratt division of McCann-Erickson, Miami.

Cooper Moves to Shaller-Rubin

Norman Cooper, formerly with William Douglas McAdams Inc., has joined the medical copy department of Shaller-Rubin Co., New York.

Last Minute News Flashes

Burnett Adds Pfizer Unit's Acnecare

NEW YORK, Aug. 28—Effective Sept. 1, the family products division of Chas. Pfizer & Co. will move the advertising of Acnecare from Paul Klemtner & Co., Newark, to Leo Burnett Co., Chicago. Burnett has thus become the principal agency for the division, which markets Pfizer's non-prescription products. Burnett already handles Candettes lozenges and K Kidz vitamins. It is also the agency for Pfizer's agricultural division. Klemtner no longer has any family products division business.

Resistoflex Shifts Account to Adams & Keyes

ROSELAND, N. J., Aug. 28—Resistoflex Corp., maker of corrosion-proof plastics products, has appointed Adams & Keyes, New York, to handle its advertising. The company sells to the aircraft and chemical processing industries. The account bills about $250,000. Marsteller, Rickard, Gebhardt & Reed is the previous agency.

ICC Examiner Okays Parcel, Catalog Postal Hikes

WASHINGTON, Aug. 28—Interstate Commerce Commission Hearing Examiner Burton Fuller today approved the Post Office Department's request for catalog and parcel post rate increases averaging 17.1%. Brushing aside strong protests by organized mail user groups, he ruled that the department's cost ascertainment system is a reasonable basis for parcel post rate making. The increases are still subject to reconsideration by the commission after an argument scheduled for Oct. 9.

Daystrom Furniture Names Schram; Other Late News

• **Daystrom Furniture**, Olean, N. Y., a division of Daystrom Inc., has named Schram Advertising, Chicago, as its agency, effective immediately. The account, which bills an estimated $200,000, formerly was handled by Batten, Barton, Durstine & Osborn, Buffalo.

• **Jeremy C. Beman**, formerly vp and account supervisor of Erwin Wasey, Ruthrauff & Ryan, Chicago, has been named director of corporate public relations of A. C. Nielsen Co., Chicago.

• **Peoria Journal Star** has named O'Mara & Ormsbee as its sales representative, effective Sept. 1, replacing Ward-Griffith Co.

• **Thompson's Dairy**, largest independent dairy in Washington, D. C., has moved its $100,000 newspaper, radio and tv account to Kal, Ehrlich & Merrick. It formerly was handled by Advertising Inc.

• **Brownberry Ovens**, Oconomowoc, Wis., has terminated its agreement with Clinton E. Frank Inc., Chicago. The company said it planned to place more emphasis on public relations in the future and was undecided as to whether or not it would hire another agency. The account bills an estimated $125,000. The Frank agency took over the account last December from Lilienfeld & Co. (AA, Dec. 8).

• **Chicago Title & Trust Co.** has appointed Marsteller, Rickard, Gebhardt & Reed, Chicago, to handle its advertising. Chicago Title and Buchen Co., its agency since 1952, terminated their relationship last month (AA, July 20). The account reportedly bills about $250,000.

• **Lester A. Weinrott** has been elected vp in charge of marketing of Reach, McClinton & Pershall, a new position, and also has been named to the plans board of Reach, McClinton & Co., New York. He has been a creative consultant to Arthur Meyerhoff Associates for the past three years.

• **Daily Pantagraph**, Bloomington, Ill., has promoted Woodrow G. Shadid from a supervisor in the circulation department to national advertising manager, succeeding Carl Nierstheimer, who has resigned to join State Farm Mutual Automobile Insurance Co., Bloomington, as an advertising assistant.

• **The Assn. of National Advertisers** has named Richard S. Lowell, ad and sales promotion director, U. S. Plywood Corp., as chairman of a new ANA committee on shows and exhibits. The new unit will seek ways to help ANA members use these media more effectively.

• **Dr. August Fink**, research director of Paul Klemtner & Co., Newark, is resigning from the agency to take a similar position with *Medical Economics*, Oradell, N. J.

• **Lambert & Feasley**, New York, has appointed George P. Turner, formerly associate television director, as supervisor of commercial production for all Richard Hudnut and Du Barry products, a new position. He will supervise production of commercials for "Person to Person" and all filmed commercials.

• **Four shifts on two McGraw-Hill publications** were announced today (Aug. 28). John G. Zisch, western district sales manager since 1954, has been appointed advertising sales manager of *Control Engineering*. He will succeed Russell M. H. Berg, who has resigned to join the advertising sales staff of *Scientific American*. Guy C. Staffa, formerly production manager, has been appointed business manager of *Industrial Distribution* to succeed Clarence H. Holdsworth, who has been named manager of the newly-created marketing service department of that magazine. He will also continue as circulation manager.

• **Life**, effective with its Jan. 15, 1960, issue, will increase its guarantee from 6,000,000 to 6,500,000 and will boost rates from $26,275 to $29,375 per b&w page. The magazine announced some time ago it would hit a 6,500,000 base next February (AA, May 11).

• **Pepsi-Cola Bottling Co. of Puerto Rico** has appointed Publicidad Badillo Inc. to handle its advertising. Farther south—in Caracas, Venezuela—Young & Rubicam has been named by Gillette to handle advertising for **Toni's Adorn**.

• **Martin Co.**, Baltimore, a major producer of defense weapons systems, has moved its advertising account from Van Sant, Dugdale & Co., Baltimore, to Ketchum, MacLeod & Grove, Pittsburgh, and has named Ruder & Finn, New York, as pr counsel.

• **Texaco**, New York, will run a four-week spot tv campaign on approximately 250 stations in 100 markets, starting Oct. 5. A heavy saturation of filmed minutes, 20s and IDs will be used. Color page ads will be run in the October issues of *American Legion Magazine*, *Life*, *Look* and *The Saturday Evening Post*. Texaco's agency is Cunningham & Walsh. Several products will be featured.

GUILD COPELAND, *who was creative director of Ted Bates & Co. before moving to Lennen & Newell, New York, two years ago, has been elevated to the new post of exec vp, where he will continue as supervisor on the P. Lorillard account as well as assisting Adolph J. Toigo, president of L&N, on general agency policies.*

'Unmentionable' Wares Find TV's New Candid Mood Inviting

(Continued from Page 1)

advertising by the National Assn. of Broadcasters tv code board. The radio industry standards also have been interpreted as banning this kind of product.

■ However, one advertiser is breaking into radio in major markets with a menstrual medicine. Ralph Allum Co. reportedly has placed a spot radio schedule for Kurb in five California markets. Some 20 to 25 spots a week are said to be running on KEAP and KYNO, Fresno; KDAY, Hollywood; KHJ, Los Angeles; KCRA and KRAK, Sacramento; KCBQ, San Diego, and KOBY and KYA, San Francisco.

There was an April test in Dayton, Ft. Wayne, Grand Rapids, Dorchester and Portland, Ore. The copy features testimonials from women. This Clark-Cleveland product promises relief from periodic pain.

If the California test goes well—that is if the station and public acceptance is satisfactory and if the sales results are good—the campaign will be extended to other areas. Representatives think this product will go national with radio if it can get acceptance in key areas and use this as a wedge to gain entrance in smaller markets.

■ Kurb also is interested in tv if stations will accept its copy, but for the time being the efforts to get established in broadcasting are being concentrated in radio. This product, which has a new formula, puts most of its advertising dollars into newspapers. #

Campbell Soup Launches Campaign for Two New Soups

Campbell Soup Co., Camden, N.J., has planned a saturation advertising campaign for its two new soups—tomato rice and cream of vegetable. Ads are scheduled in newspapers, magazines and Sunday supplements, plus radio spots and television commercials on "Lassie" (CBS-TV) and "The Donna Reed Show" (ABC-TV). A special "Buy both . . . get both free" refund will be offered, whereby Campbell will refund the total purchase price to consumers sending in a label from each new soup.

The offer is limited to one refund per family and expires Dec. 15. Point of purchase materials, available from Campbell salesmen, include pole display units, wraparounds, spectaculars and shelf talkers.

Oil Industry Climaxes Centennial With Booming Stint on NBC's 'Today'

(*Continued from Page 2*)

the signatures of 100 different oil companies.

- Distribution of 2,500 record albums of radio and tv talks on the centennial by nine celebrities: Gen. Alfred Gruenther, president, American National Red Cross; Norman Rockwell, illustrator; Donald Douglas Sr., chairman, Douglas Aircraft Co.; David Sarnoff, chairman, Radio Corp. of America; Harvey Firestone Jr., chairman, Firestone Tire & Rubber Co.; Gen. Mark Clark, president, The Citadel; Frank Pace, president, General Dynamics Corp.; Eric Johnston, president, Motion Picture Assn. of America, and John J. McCloy, chairman, Chase Manhattan Bank. The talks on these albums have been used on 445 television stations.

- 300 newspapers are running or have run special sections on the oil centennial, and have received 24,000 mats of centennial material from the institute.

- 1,000,000 match books with the Norman Rockwell poster illustration have been distributed by oil companies imprinted with their own signatures.

- 306 tv stations are using a special centennial film, "Born in Freedom," which records the history of the oil industry.

- Virtually every major oil company has run special centennial tie-in ads in newspapers and magazines.

- A 4¢ postage stamp saluting the industry's centennial anniversary was released Aug. 27 by the Post Office Department at Titusville.

- In addition, the institute has issued a variety of booklets describing the social and economic background of the 100 years since oil was discovered in Titusville, and a variety of window placards, service station displays and other point of sale material has been widely distributed.

▪ Most of this material has been prepared for the institute on a cost plus fee basis by SSC&B, under the supervision of W. R. Huber, centennial director of API, and former advertising and public relations director of Gulf Oil Corp., and the institute's committee of public affairs, headed by Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co. Stephen Blaschke, account executive at SSC&B, has been responsible for most of the details and has borne most of the inevitable production headaches.

Two years ago the institute drafted plans for a centennial program based on several tv spectaculars. A budget of $5,000,000 was proposed. Batten, Barton, Durstine & Osborn was asked to prepare material for the tv spectaculars. Then the recession set in and commitments were cancelled.

SSC&B, which has handled API's oil progress week promotion for seven years, stepped into the breach, and submitted a program for the centennial, including most of the features now being used, and API accepted it.

"What it amounts to briefly," Mr. Blaschke explained, "is a multi-million dollar advertising program for a total cost of less than $500,000. It is a program for the whole industry, and yet it enables each oil company to retain its own identity."

Many magazines and business papers have also run or are planning centennial features. During the past two weeks alone, the API library has filled orders for 1,500 pictures and mats.

PURE OIL CO. AD BOOSTS 24 RIVALS

CHICAGO, Aug. 25—An unusual ad—featuring the symbols of 24 competitors—was Pure Oil Co.'s way of celebrating the 100th anniversary of the oil industry this week.

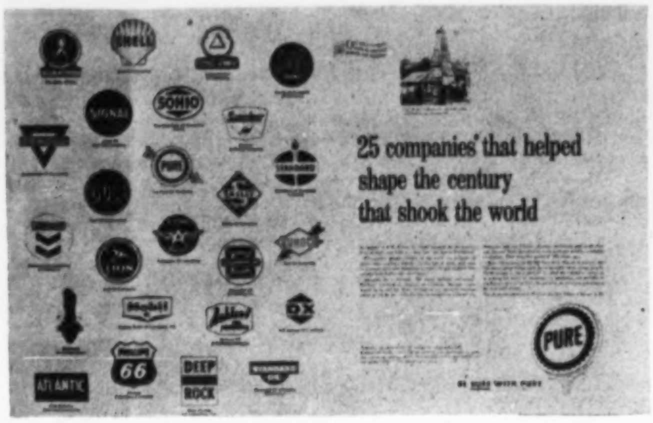
The two-page color ad ran in the Aug. 22 issue of *The Saturday Evening Post* as part of the company's corporate ad program. In addition, 15,000 reprints of the ad were sent to dealers in the company's house organ, "Pure Progress."

Pure said it ran into only two companies which refused to give an okay for their symbol to be used. Most of the companies featured in the ad are the giants among 42,000 large and small oil companies operating in the U. S.

Leo Burnett Co., Chicago, is Pure's agency.

▪ The oil industry is celebrating its 100th anniversary during August, with Aug. 27 being the focal date. It was in August, 1859, that Edwin L. Drake brought in the world's first oil well at Titusville, Pa.

Standard Oil Co. (Indiana) has tied in strongly with the centennial in its radio, tv and newspaper advertising, since this year is also Standard's 70th anniversary. #


SHELL
SOHIO
SIGNAL
PURE
66
ATLANTIC
DEEP ROCK
DX
25 companies that helped shape the century that shook the world
PURE

PURE PRAISE—*Pure Oil Co., Chicago, paid tribute to 24 other leading oil companies in this ad observing the 100th anniversary of the oil industry. The two-page ad ran in the Aug. 22 issue of The Saturday Evening Post, and 15,000 reprints were sent to dealers. Leo Burnett Co., Chicago, is the agency.*

'Cleveland Press' Suburb Editions Bow, Draw Fire

(*Continued from Page 2*)

problems, such as production, newsprint, postal regulations and advertising."

The group will be chartered as a non-profit corporation.

The special *Press* editions will be printed every Thursday, one for the populous east side suburbs, including a part of adjoining counties, and another for west side communities. First of the editions came out Aug. 27.

In the east side edition there were 18 pages, plus a 16-page tabloid. The west side edition had 18. *Press* editors and advertising men said the size would vary from week to week. Only residents of the suburbs will see the special editions and only home-delivered papers will be so directed.

The *Press* is calling it an "experiment."

▪ But the suburban papers, which mostly publish on Thursdays, feel as does their spokesman, Publisher Volk, whose two papers are the largest and strongest in the suburbs, with a circulation of 62,000.

"We see this as a serious threat to all of the weekly papers in greater Cleveland," he said. "We feel this is the use of tremendous economic might against the little fellow. Ninety-five per cent of our merchants are standing by us. They resent this move by the *Press*. We are going to fight back."

MacWilliams Joins Douglas

Thomas J. MacWilliams has joined John L. Douglas & Associates Advertising, Bradenton, Fla., as tv-radio director. He was tv director of Smith, Taylor & Jenkins, Pittsburgh, for 16 years before joining Douglas.

'Look,' 'Life' Unveil Separate Studies on Number of Ad Readers Delivered

(*Continued from Page 2*)

son in 90% of *Look* households, which means we deliver an average advertising page audience of 15,150,000 households out of the 16,850,000 reached by a single issue.

"The two studies," added Mr. Harnett, "provide advertisers with a magazine measurement that is directly comparable with the Nielsen average audience measurement for tv, since the *Look* and *Life* studies measure the number of households in which someone sees the average 'pair page' or spread, while the Nielsen ratings show the number of sets tuned in to a specific program at the time the commercial is shown.

"Actually, the *Look* and *Life* studies show definite delivery of audiences to advertising, while Nielsen ratings indicate only that a set was turned on regardless whether anyone was watching it —so a Nielsen rating is a 'maximum' delivery rating while the *Life* and *Look* studies provide actual delivery ratings."

▪ The *Life* study used the March 30 issue—*Look* used its March 17 and March 31 issues. Both used spots of glue to seal pair-pages and to guarantee "virtually complete exposure of the page." Such exposure, said *Life*, was necessary to break the seals.

"Our findings show," said the *Life* study, "that over 90% of *Life* readers are exposed to the average page containing advertising." Moreover, it was found that "94% of *Life* readers in both subscribing and non-subscribing homes are exposed to the average page containing any advertising."

Life said it believed the study "takes a logical step forward in the evaluation of advertising media. Specifically, it moves from total issue audience to the proportion of that audience which is exposed to the pages within the issue. The findings thus provide a basis for estimating the audience of an advertising page." #

A. Edward Miller

Miller Leaves 'Life' Position to Become 'McCall's' Publisher

(*Continued from Page 1*)

advertising and promotion department of *Life* a year later.

Since then he has climbed steadily up the executive ladder—first as director of market research for *Life*, later as assistant to the publisher.

▪ He is best known, perhaps, for his development and guidance on the continuing study and cumulative audience work conducted for *Life* by Alfred Politz.

He is a member of the Market Research Council, American Statistical Assn. and American Economic Assn. and was onetime president of the New York chapter of the American Marketing Assn.

He takes over a position vacated at *McCall's* by Otis Wiese, former editor and publisher, who resigned last year (AA, Nov. 10, '58).

Herbert R. Mayes, formerly editor of *Good Housekeeping*, took over Mr. Wiese's duties as editor; Mr. Wiese subsequently joined Leo Burnett Co., Chicago, as a member of the agency's creative review committee (AA, June 29). #

NAFI Corp. Elects Flanagan VP of TV Stations

Alvin G. Flanagan has been elected vp in charge of all television stations owned and operated by NAFI Corp. NAFI currently has two stations, KCOP, Los Angeles, and KPTV, Portland, Ore., but plans to acquire the FCC limit of five.

Alvin G. Flanagan

Mr. Flanagan has been vp and general manager of KCOP for the past three years. He will maintain offices in Los Angeles, headquarters for NAFI's broadcast division, which is headed by Kenyon Brown.

Cole & Weber Names Two

Cole & Weber, Seattle, has appointed Jack Macdonald a copywriter and Louie J. Antonsen an account executive. Mr. Macdonald formerly was promotion director of KING, Seattle. Mr. Antonsen formerly was advertising manager of *Channel TV Magazine*, a sales promotion publication for retail drug stores.

Breck Moves All TV Billings to Reach, McClinton

(*Continued from Page 1*)

field, Mass., agency, handles three Breck shampoos. Ayer and Reach, McClinton will continue to share print advertising with the Sheldon agency.

▪ While assignment of Reach, McClinton as agency of record does not affect product assignments, it was thought that the switch will definitely affect commissionable billings of the two agencies.

In 1959, Breck sponsored "Shirley Temple Storybook" (ABC-TV). Billings on the show reportedly amounted to about $3,000,000, with Ayer drawing commission as the agency of record. For 1960, Breck has scheduled eight one-hour shows and four half-hour programs on the new NBC-TV series, "Sunday Showcase." Reach, McClinton will draw commission as agency of record for the 1960 series.

▪ In another development, it was learned that the Charles Sheldon agency, which has turned out the distinctive "Breck blond" ads for several years, has changed hands. Mr. Hughes confirmed that the Sheldon agency has changed ownership, but he declined further comment. #

Colgate Loses in Jeenie vs. Genie Trademark Case

(*Continued from Page 1*)

Colgate to the court of appeals for the 9th federal district, which also sits at San Francisco.

▪ Judge Ritter's decision was expected to halt at least temporarily a marketing program in which Colgate reportedly already has spent $1,800,000 in advertising and has given away some 2,800,000 free samples of Genie.

The federal judge rejected Colgate's argument that its product was distributed in food markets while Conley sold its Jeenie in hardware stores. He held that "Mr. and Mrs. Householder still might be easily confused by the similarity of names."

Raymond L. Sines & Associates, a San Francisco agency, has been credited by Conley with helping to develop and merchandise the Jeenie name.

▪ As a matter of fact, Mr. Sines told ADVERTISING AGE the entire Colgate program from trademark to slogan "seems to have been lifted from our campaign. We originated the 'Jeenie can-do' slogan which has been used extensively by Colgate." Conley's advertising budget for Jeenie, now ranging between $10,000 and $20,000 a year, in past years has been from $5,000 to $6,000, most of this being spent in trade publications and direct mail.

Judge Ritter heard arguments early in July on a motion by the plaintiff for a preliminary injunction. It was not granted in view of an agreement to the court's proposal for an early trial.

▪ Colgate, in turn, filed a counter claim alleging that Conley's use of the Jeenie label "did not constitute a trademark usage" until after April 1, 1958, the date on which Colgate introduced its Genie to the 14-state western market. #

Du Pont Sets Multi-Media Push for Anti-Freezes

WILMINGTON, DEL., Aug. 25—E. I. du Pont de Nemours & Co. will use 400 newspapers, three special tv shows and six magazines to push its Zerex anti-freeze this fall. The company calls the promotion "the largest fall advertising campaign" in Zerex history.

Magazines on the schedule are *Hot Rod, Mechanix Illustrated, Motor Life, Motor Trend, The Saturday Evening Post* and *TV Guide*. The television specials will appear on the NBC network and will feature Jimmy Durante and Milton Berle.

The campaign, which will feature winners of the Pike's Peak climb, with endorsements of Zerex as the "world's most safely-tested anti-freeze," also will appear in spot radio commercials, business publications, outdoor and point of sale.

Batten, Barton, Durstine & Osborn is handling the drive.

■ The 400 newspapers will include the *Atlanta Constitution; Chicago Daily News, Sun-Times* and *Tribune*; *Des Moines Register; Detroit Times, News* and *Free Press*; *Kansas City Star-Times; Newark News & Star-Ledger* and *New York Journal-American* and *Times*. The first ad broke in Butte, Mont., and Fairbanks, Alaska, last week.

The special hour-long tv shows will be seen on Friday, Sept. 25, Sunday, Oct. 11, and Sunday, Nov. 1. Animated cartoon commercials will be used on the shows. These will dramatize the chemical protection of a Zerex ingredient called MR-8 and declare, "You're safest when you pay your dealer to properly install your anti-freeze." The spot radio campaign will be a saturation drive covering markets not reached by the tv shows. One-minute commercials will be aimed at early morning and evening car radio audiences.

■ Timing of the newspaper ads has been fixed with help from the U.S. Weather Bureau. Du Pont, using 30-year weather data, will start each city campaign a month in advance of the first predicted 28° day. The 28° temperature was selected, rather than 32°, because "studies show that in the fall an average four-hour cycle is required for the mercury to move to 28° and then go back up above freezing—and four hours is sufficient to cause engine freeze-up."

■ A similar "weather schedule" is set for the outdoor campaign. Zerex will use 8,000 boards in more than 1,800 communities. The first board—with the slogan "Anti-freeze with MR-8 prevents rust clogging"—appeared in Prineville, Ore., Aug. 15.

Zerex will use more than 25 trade and dealer magazines "specifically to tell the new price structure story and to merchandise the consumer advertising program." Zerex will now be fair traded at $2.39 per gal., plus installation, while Zerone will sell for $1.25 per gal., plus installation. In the past, Zerex was fair-traded at $3.25, while Zerone went at $1.60.

■ The new prices, said Du Pont, "were instituted to meet increasing competition from cash-and-carry outlets."

Included in the trade and dealer publication schedule are *Gasoline Retailer, Southern Auto Journal* and *Super Service Station*. #

Tom McCahill, famed auto expert, says: "Why take chances?"
"You're safest with the world's most safety-tested anti-freeze—Du Pont Zerex"!"
DU PONT
NOW!

TEST TESTIMONY—*This b&w half-page will appear in a fall issue of The Saturday Evening Post as part of biggest Zerex seasonal drive.*

Department Store Sales . . .

Sales Drop 1% in Week Ended Aug. 22

WASHINGTON, Aug. 27—Department store sales across the country during the week ended Aug. 22 fell 1% behind sales for the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks ended Aug. 22 were 5% ahead of the similar period of last year and year-to-date sales were 8% ahead.

■ Of the 12 FRB districts, only three reported gains: Atlanta, 5%; Dallas, 5%, and San Francisco, 9%. The remaining districts reported losses as follows: Boston, 14%; New York, 12%; Philadelphia, 12%; Cleveland, 2%; Richmond, 8%; Chicago, 4%; St. Louis, 2%; Minneapolis, 2%; Kansas City, 1%.

Detailed breakdown of sales for these districts will be available next week. Sales for the previous two weeks broke down as follows:

	% change from '58 Week ending	
Federal Reserve District, Area, and City	**Aug. 8**	**Aug. 15**
UNITED STATES	+ 9	+ 6
Boston District	+ 9	0
Metropolitan Areas		
Boston	+ 9	0
Downtown Boston	+ 9	0
Suburban Boston	+ 9	0
Cambridge	+ 8	— 1
Quincy	+18	+12
Lowell	0	— 9
City		
Springfield	+10	+ 2
New York District	+ 9	— 1
Metropolitan Areas		
Buffalo	+ 3	— 3
New York-N.E.		
New Jersey	+10	— 1
Newark	+ 4	0
New York	r+ 6	0
Rochester	+12	+ 1
Syracuse	r+ 4	+ 3
Philadelphia District	+ 8	+ 3
Metropolitan Areas		
Wilmington	r+14	— 7
Trenton	r+ 4	— 1
Lancaster	+25	+ 6
Philadelphia	r+ 8	+ 5
Reading	+ 9	+38
Scranton	+ 9	+ 2
Wilkes-Barre—Hazleton	+ 1	— 4
Cleveland District	+10	r+ 4
Metropolitan Areas		
Lexington	+19	+ 2
Akron	+10	+ 2
Canton	+ 8	— 6
Cincinnati	+ 8	+ 8
Cleveland	+15	+ 7
Downtown Cleveland	+13	+ 7
Columbus	+13	+ 9
Springfield	+16	+12
Youngstown	+ 6	0
Erie	+ 9	+10
Pittsburgh	+ 7	+ 3
Downtown Pittsburgh	+ 7	+ 3
Wheeling-Steubenville W. Va. & Ohio	— 4	— 2
Richmond District	+ 4	+ 1
Metropolitan Areas		
Washington	+ 4	+ 1
Downtown Washington	r— 4	— 1
Baltimore	+ 1	— 2
Downtown Baltimore	r—15	—13
Richmond	+ 6	+ 4
Atlanta District	+ 7	+ 9
Metropolitan Areas		
Birmingham	— 4	+10
Mobile	+10	+10
Jacksonville	*	*
Miami	+12	*
Downtown Miami	+11	*
Atlanta	+ 3	+ 9
Augusta	+ 9	—12
Columbus	+ 2	—13
New Orleans	+ 5	*
Knoxville	+13	*
Chicago District	+11	+ 6
Metropolitan Areas		
Chicago	+ 7	0
Indianapolis	+ 8	+ 4
Detroit	+19	+12
Crand Rapids	+13	+ 6
Milwaukee	+17	+12
St. Louis District	+ 4	+ 4
Metropolitan Areas		
Little Rock	+ 5	+ 1
Louisville	+ 6	+ 8
St. Louis	+ 3	+ 3
Memphis	+ 8	+ 4
Minneapolis District	+15	+11
Metropolitan Areas		
Mpls.—St. Paul	+15	+12
Mpls. and Suburbs	+16	+12
St. Paul	+13	+12
Cities		
Duluth-Superior	+12	— 1
Kansas City District	+ 9	+ 8
Metropolitan Areas		
Denver	+20	+19
Topeka	+ 4	+ 3
Wichita	— 4	— 1
Kansas City	+ 7	+ 5
Downtown Kansas City	— 3	— 2
St. Joseph	+10	+ 6
Lincoln	+ 4	+15
Albuquerque	+ 8	+11
Oklahoma City	+13	+ 3
Tulsa	+ 5	+ 6
City		
Joplin	+10	+ 3
Dallas District	+10	+ 7
Metropolitan Areas		
Dallas	+17	+13
El Paso	— 1	+ 1
Fort Worth	+ 6	+ 5
Houston	+18	+13
San Antonio	+ 4	0
San Francisco District	+ 8	r+11
Metropolitan Areas		
Los Angeles-Long Beach	+12	+18
Downtown Los Angeles	+ 2	+18
Westside Los Angeles	+ 8	+11
Sacramento	+16	0
San Diego	+ 5	+10
San Francisco-Oakland	+ 5	+ 1
San Francisco City	+11	+ 2
Oakland	— 7	— 6
San Jose	+20	+15
Portland	+ 4	+18
Salt Lake City	+12	+15
Seattle	— 3	+10
Spokane	0	+ 5
Tacoma	+ 9	+15

r—Revised. *Data not available.

Campbell Offers Wallet

Campbell Soup Co., Camden, will launch a campaign in September offering consumers a free Lassie wallet in return for one label from each of five different Campbell's heat-processed soups. A picture of the dog Lassie is inset on one of the outside folds of the plastic wallet. Campbell-sponsored "Lassie" (CBS-TV) and "Donna Reed" (ABC-TV) network shows will carry commercials promoting the offer in September and October. The offer, which expires Nov. 15, will also be promoted in Sunday newspaper comics sections Sept. 20. Grocers will be offered special display materials. Batten, Barton, Durstine & Osborn is the agency.

Jepson-Murray Shifts Offices

Jepson-Murray Advertising has moved its offices to 601 Townsend St., Lansing, Mich. The first floor remodeling program is expected to be completed in early fall.

EWRR Promotes Del Papa

Joseph R. Del Papa has been appointed to the new post of radio and tv copy chief of Erwin Wasey, Ruthrauff & Ryan, Chicago. He has been a radio-tv copywriter at the agency since 1954.

100 Leaders Spend $2.3 Billion in '58

(*Continued from Page* 1)

success stories of such familiar, top-selling products as Chevrolet and Ford cars, Lever Bros.' Lux soap, Adell Chemical Co.'s Lestoil, Colgate-Palmolive Co.'s Colgate Dental Cream, P&G's Gleem, Lever's Pepsodent, General Foods' Jell-O, GM's Frigidaire, R. J. Reynolds' Camel and American Tobacco's Pall Mall cigarets—in a long list of hot sales items at the top of their respective markets.

Nearly a fourth of the total expenditure by the 100 leaders was spent by the food industry. In the list of 100 were 21 companies with food lines, and they spent a half billion dollars on advertising. This was about an 18% increase from $424,000,000 spent by 21 food companies on the list in 1957. Food companies listed in '58 were the same as those in '57, except that California Packing Corp. dropped out and R. T. French Co. was added.

General Foods Corp.'s $96,000,000 expenditure led the food industry, followed by American Home Products Corp.'s $60,000,000 and National Dairy Products Corp. $38,500,000.

■ The second largest segment of the 100 leaders' total was the $295,354,000 expenditure by four auto companies—GM, Ford, Chrysler and American Motors Corp. This was a 12.7% drop from $338,426,000 spent by five auto companies in 1957 (Studebaker-Packard Corp., which ranked 86th in 1957, didn't make the list in 1958, although advertising and sales of its Lark were picking up sharply in 1959).

Leading all U. S. companies in sales as well as advertising expenditures, General Motors chalked up sales of $9.5 billion, down from nearly $11 billion in 1957. Standard Oil Co. (New Jersey), was the nation's biggest company in total assets—totaling $9.5 billion.

■ Other product groups among the 100 leaders with substantial advertising investments were:

Soap—Procter & Gamble, Lever and Colgate-Palmolive—all among the top ten—hiked their advertising investment 7% to $271,900,000, from $254,000,000 in 1957. P&G put 8.9% of sales into advertising; Lever put 23% and Colgate-Palmolive 25.1%.

Tobacco—Six tobacco companies boosted expenditures 20% to $188,752,644, from $157,500,000 in 1957. R. J. Reynolds' $44,000,000 expenditure led the group, followed by American Tobacco Co. with $42,000,000 and P. Lorillard Co. with $28,000,000. Advertising as a per cent of sales ranged from 3.8% for both Reynolds and American Tobacco to 5.8% for Lorillard.

Oil—Standard Oil Co. (New Jersey) was the top spender in its group, with an expenditure of $23,000,000. Standard Oil Co. (Indiana) was second with $19,000,000 and Texaco third with $18,186,095. Jersey Standard invested 0.3% of sales in advertising; Indiana Standard, 1% and Texaco 0.8%. Seven oil companies on the list spent $109,461,231, up 6.6% from $103,207,272 in 1957.

Liquor—Distillers Corp.-Seagrams added $2,000,000 to its ad expenditure, raising it to $34,000,000 to lead the five distillers on the list. This was 4.8% of sales. Schenley Industries was second with a $29,823,300 expenditure, representing 6% of sales.

Beer—Anheuser-Busch increased its ad expenditure by $1,000,000 to $16,000,000 to lead seven brewers listed. The sum was 4.8% of sales. Next were Jos. Schlitz Brewing Co., with $13,350,000 (5.3% of sales); Falstaff Brewing Co., $10,700,000 (7.5% of sales) and Liebmann Breweries, $9,332,000 (9.3% of sales).

■ Advertising figures listed for each of the 100 leaders include "measured media" expenditures published by various statistical bureaus and associations for newspapers, magazines, network and spot television, spot radio, business publications, farm publications and outdoor. To get a grand total for each of the 100, "unmeasured media" expenditures were added to the measured totals. These unmeasured media expenditures include point of purchase, direct mail, network radio, premiums and all other forms of advertising.

■ ADVERTISING AGE would like to make it clear that the selection of "the 100 leading national advertisers" was based on measured media expenditures, and that if another criterion were used, other advertisers not now on the list would need to be included.

Among such companies would be those which spend many millions annually in local advertising, which is not measured. Such companies include Montgomery Ward, Sears, Roebuck & Co., A&P, Kroger, Macy, Gimbel and Marshall Field.

Some Changes in Profiles

■ All of the marketing profiles of the 100 leaders, carried elsewhere in this issue, have been submitted to the companies for correction of any possible errors of fact, either in the stories or in the listings of marketing and agency personnel. But things move fast in the advertising business—even as the profiles were being printed, at least one big change occurred: Radio Corp. of America announced the switch of a $12,000,000 segment of its account to J. Walter Thompson Co., from Kenyon & Eckhardt, effective next Jan. 1 (AA, Aug. 24).

Other last minute developments too late for inclusion in AA's special section on the 100 leaders:

• American Motors Corp. announced the transfer of J. V. Donohue Jr., listed as sales manager of wholesale marketing for the Kelvinator division, to manager of its Buffalo zone.

• Johnson & Johnson listed personnel with top marketing responsibilities in the Chix baby products division of J&J's Chicopee Mills Co. (only Chicopee division advertising consumer products on a large scale): Winston L. May Jr., vp and general manager; Kenneth J. Osgood, vp and sales manager; Robert R. Poggi, product director, woven products group; Amos M. Kidder, product director, nonwoven products group; William G. Mulhole, product director, professional products group; and Esther Bradish, merchandising director, all products.

• Nestle Co. added H. B. Burrows, assistant to the general manager of the bulk and institutional marketing division, to Nestle marketing personnel. The company also corrected its listing as follows: In the chocolate marketing division, George Hafford's title is group advertising supervisor, rather than advertising assistant, and in the coffee marketing division, L. C. Hall is group advertising supervisor, not advertising assistant. #

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

PRODUCTION-LAYOUT MAN for art department of large Chicago manufacturer. Excellent opportunity for one who is familiar with graphic arts procedure, and having some art ability. Please, send brief resume to

Box 2830, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO AN EXPERIENCED AGENCY COPYWRITER READY TO MAKE THAT LAST JOB CHANGE

This medium sized agency in a medium sized city offers a man-size opportunity to a copywriter capable of filling a key post on a highly creative staff. Work will include some client contact as soon as merited. State age, experience, starting salary, plus anything else that you feel will help us to better evaluate your candidacy.

Box 2832, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOOD BUSINESS EDITOR

Man experienced in food and grocery marketing and distribution needed as Chicago-based associate editor of monthly publication. Growth opportunity. Send resume, salary requirements.

Box 2854, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S

A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306, 220 S. State St., Chicago 4

COPYWRITER

Wanted, a young creative man with at least 2 years copywriting experience. Fast growing south-western Ohio 4A agency has opportunity opening with some contact work possible. Write

Box 2855, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHICAGO BUSINESS PAPER SPACE SALESMAN

Sales opportunity with well-established multiple paper publisher. Assignment to Chicago area sales staff. Experience with agricultural advertisers valuable. Send complete resume to W. E. Lingren at:

THE MILLER PUBLISHING COMPANY
P.O. Box 67, Minneapolis 40, Minnesota

TOP OPPORTUNITY FOR GENERAL MANAGER

Profitable, growing 40-year-old publication firm located in the West seeks thoroughly experienced trade journal man with proven sales record, and executive and management ability to be a general manager. Age 35 to 45. Excellent income and opportunity. Write

Box 2856, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING SALES & PROMOTION

Fast-growing business publication relocating in New York offers tremendous opportunity for creative, energetic, experienced man. In reply, please include references and salary requirements.

Box 2857, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HELP WANTED

A British Advertising Agency requires young account executive (all-rounder) to control New York office. Attractive salary, a great prospect and a short indoctrination tour in London for successful candidate. Interview New York, week starting Sept. 7. Send full details to **International Products and Service Company Limited, 152 West 42nd Street, New York.**

TV & RADIO ESTIMATOR

Min. 2 yrs. exp. with agency. Spot & network experience required. Nat'l accounts. Rapid advancement to assistant to time buyer. Good typist. Good salary. Chicago Loop advertising agency. Phone **Mrs. Lorenz, STate 2-5060, Chicago.**

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

TIME SALESMAN FOR MIDWEST CLASSICAL MUSIC STATION. SALARY OPEN

Box 2869, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH ASSISTANT

Young woman to do market research work in advertising promotion dept. of national publication located in Chicago. Excellent chance for advancement. Good starting salary. Some experience in analyzing market data and preparing summary for salesmen helpful. Will also supervise questions and correspondence with reader panel.

Box 2870, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

POSITIONS WANTED

ADV. MGR. OR ACCOUNT EXEC.

Young AE with experience in all phases of advertising planning and administration . . . seeks challenging opportunity with advertiser or agency. Strong on merchandising and sales promotion. College grad.

Box 2858, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES—solid producer 13 years. Changed jobs only once. N. Y. area.

Box 2859, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FREE-LANCE COPY/LAYOUT MAN

serves Metropolitan N. Y. area.

Box 2860, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

YOUNG EXECUTIVE SEEKS CHALLENGE

Presently in management position small agency. Background in account handling; previously in production, copy and layout. Married, three children, 35. Willing to relocate and discuss salary based on job potential.

Box 2862, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SPACE SALES

Result-getting, young and aggressive. Experienced in trade and consumer books. Excellent sales record. References from agencies and past employers.

Box 2861, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CREATIVE LAYOUT

Highly experienced creative layout and design, desires to locate in Minneapolis 4-A agency. Will send samples on request

Box 2863, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MANAGER OR ADMINISTRATOR

Thirteen years 4A Agency experience in Production, Media, Acct. Exec. and Overall Administrative Operational capacities. Strong in all facets. Enthusiastic. Top flight detail man. Age 37, family; will relocate; $12,000.

Box 2864, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING & ADV. grad with 5 yrs. practical experience in sales & administration desires Chicago affiliation with progressive firm having need for ambitious executive-trainee. Current earnings $10,000. Full background info and references available.

Box 2865, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

ATTN: IND. PUBLISHERS REPS

This can be your opportunity to expand your business or take things a little easier. 37-year old ad manager with 1" years advertising sales experience on leading national publications would like to join your organization working out of a San Francisco office. Willing either to work or buy into your firm on a partnership basis.

Box 2866, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Ohio territory, wants to represent one more trade, industry publication. Good record.

Box 2867, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

TRADE PUBLICATIONS WANTED

Responsible Philadelphia publisher seeks additional business magazine properties for development within fully integrated company. Details, samples in confidence

Box 2868, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MISCELLANEOUS

"AMERICAN ADVERTISING 1800-1900"

A "should have" for all in our business; wit and wisdom for others. ADVERTISING REQUIREMENTS spoke well of it. Hard cover; profusely illustrated. $2.00 pp

George O'Donnel Agency
Beacon, New York

MAKE MONEY BY MAIL! 100 WAYS! HOW TO BUILD SIDELINE MAIL ORDER business. New Monograph explains. Guar. Immed. Deld. $1. ppd. **How, Glencoe, Ill.**

Old Town, all new luxurious 2 bedroom apt. Lvg. rm. 22 x 24; wd burning fireplace; all elec. kitch.; garbage disposal; private porch; patio. Call **RO 1-1544, Chgo.**

Outstanding Marketing Opportunity

The Job—The young man selected will eventually have responsibility for the planning and execution of all phases of marketing of a highly competitive packaged brand sold through food stores. This will involve working with our technical and production people on product development and improvement, with outside groups on consumer and market research, with our advertising agency on copy and media plans and brand strategy, with package designers on package development, with our Sales Department on specific selling plans, and with other departments in the organization in the process of executing broad responsibility for the profitable marketing of these brands.

The Company—Our headquarters are in the Southwest and we are a division of one of the country's largest industrial enterprises which has offices and facilities in major cities throughout the free world. Our program of expanding our line of consumer products and diversifying our business requires that we now strengthen the marketing organization of our division.

Our Requirements—The man we want has had several years of experience in the advertising, promotion, and marketing of high-volume brands in the grocery or drug field, either with a major manufacturer or with an agency handling substantial advertising budgets. The man we will hire must be exceptional—he must be basically a good business man and have sound business judgment. In addition, he should be thoroughly marketing-oriented with a good understanding of research, advertising, sales analysis, packaging and food distribution. We do not want either a salesman, an accountant or a copywriter but the man we hire should be at ease with figures and should be able to articulate fresh ideas freely and forcefully. The man we want should be under 30 years of age.

The Opportunity—For the right men we offer one of the outstanding growth and advancement opportunities in the marketing field today. Initial salary commensurate with experience and ability.

Please write in confidence, giving full information on education, experience, and current salary. Box 679, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois.

MEDICAL WRITER—NEAR K. C.

Excellent opportunity for young man with established, fast growing medical institution. Must have proven ability to write effective selling copy. Work directly under president. Unlimited advancement possibilities. Answer fully and state starting salary desired.

Box 670 ADVERTISING AGE
200 East Illinois St., Chicago, Ill.

N. Y. REP

with outstanding savvy will act as the right arm for stations and clients and will publicize and

SELL

services or products to radio, TV stations and Adv. agencies.

WE SUPERVISE

all radio, TV commercials and program production. In short, we are your N.Y. headquarters.

Box 655, Advertising Age
630 Third Ave., New York 17, N.Y.

CREATIVE "DOER"

Near top spot with growth-conscious southern Cosmetic Manufacturer for a really versatile adman or girl. Criterion: thinks well to write well—to sell. Needs creativity with practicality, copy, layout, art and production-wise, plus a good head for routine department management. Salary less-than-5-figures to start. A really solid growth opportunity with security. Write in complete confidence to Box 685, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING COMMODITY MANAGER

Excellent opportunity in Advertising Department of large national organization. Direct mail experience required and sales promotion experience desired. Some experience with consumer and commercial products. Newspaper and agency experience helpful. College graduate. Position at home office in Buffalo. Must be creative and self-starter. In addition to good starting salary, Company offers basic medical program with catastrophe feature, stock purchase plan, retirement program, educational refund plan, and superior working conditions. Excellent possibilities for advancement. Please submit detail résumé of experience, education, personal data, etc. to: **Personnel Manager, National Gypsum Company, 325 Delaware Avenue, Buffalo 2, New York.**

COPY SUPERVISOR with flair, also administrative talents.	$19-22M
TV WRITER, big agency. Food experience desirable.	$15-18M
DIR. MAIL SLS. PROM. MGR. Dept. store or mail-order sales-merchandising exper. Bus. Adm. grad. Real heavyweight.	to $15M
MEDICAL COPYWRITER with unusual samples evidencing real understanding of doctors.	$9-11M
PR ASST. 3-4 yrs. newspaper & PR exper.	to $9M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

WANTED:

SALES PROMOTION MAN WITH FARM BACKGROUND

Here's an opportunity to hook up with one of the most promising full-line farm equipment manufacturers in the business. We need an aggressive, experienced promotion man, 25-35, with heavy agricultural background to supervise local advertising and sales promotion programs for our branches and dealers. This supervisor will work in home office, guide advertising agency in preparation of local newspaper, direct mail, radio, TV and display advertising—also sales incentive and merchandising programs. Write in detail about your experience, qualifications, education, salary requirement, and enclose photo. Our employees know about this advertisement. Box 681, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Want HAPPIER-CLIENT *Copy?*

I write that kind. Broad experience, including 10 years as Copy Supervisor with Y&R. Have written many famous advertisements and campaigns—foods, liquors, motor cars, trucks, airlines, many others. Immediately available. No moving expenses, and my agency knows of this ad. If you want copy that sells your agency as well as your clients' products, contact me. No hold-up man on salary and my references are Grade-A.

BOX 682, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY STAFF POSITION

Sound, long-established Central Ohio agency offers excellent opportunity for young (30-35) copywriter. Must be experienced and creative man capable of producing hard-selling, first class industrial, trade and farm copy. Send résumé and samples to Box 686, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Lower Fees—Better Jobs

V.P. MARKETING consumer	25-30M+
A. E. SUPERVISOR food	20-25M
PROD MGR consumer pkg	14-16M+
A. E. packaged food	15-18M
SPACE REP N. Y.	10-12M
SPACE REP Chicago	9-11M
AD. MGR. farm equipment	7-8M
AD ASST lite mfg. co.	9-10M
COPY CHIEF creative	15-22M
P.R. industrial agency	10-12M
TECH WRITER agency copy	8-9M
PROD PUBLICIST mfg. co.	6-8M

Send complete résumés to us for confidential handling

WALKER
212 So. 7th St., Minneapolis 2, Minn.

Wanted: Account Executive Who Wants to Grow

If you control some billing, and want a chance to build more under the most favorable conditions, there is a solid opening with this 21-year-old 4-A Chicago agency. You will be an important part of an aggressive marketing team, backed by a complete and talented creative group. Unlimited opportunity for growth.

Send full details in strict confidence.

Box 684, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING MANAGER

Leading manufacturer automotive parts requires creative, merchandising-minded advertising man. This man now may be in a position without further growth potential or an assistant manager ready to step ahead. He will administer a budget over one million dollars. He will report to and work closely with the Sales Promotion Manager on all advertising, promotion and merchandising programs. St. Louis location.

Replies confidential and acknowledged. Send complete résumé with recent photograph and salary requirements to:

Box 688, ADVERTISING AGE
200 E. Illinois St.
Chicago 11, Illinois

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assistant manager

Our Advertising and Sales Promotion Manager needs an aggressive assistant who can help plan and create sales promotion programs.

The man we need will have had four to seven years advertising and sales promotion experience with hard goods and consumer products. Experience should include copy writing, promotion planning, merchandising, and preparation of sales aids and co-op displays. Primary responsibilities will include the direction of our sales promotion production group.

Reply by letter to Employment Manager giving age, education, experience, and salary requirements.

argus cameras
Ann Arbor, Michigan

ACCOUNT EXECUTIVE $15,000
10-15 yrs ind. accounts.
Mid-West area to age 45.
ADVERTISING MANAGER $10,000
5-10 yrs. ind. exp.
PUBLIC RELATIONS $7,500
Exp. in writing news
releases, bulletins.
TECHNICAL WRITER $7,500
Exp.—Eng'rg articles
Technical manuals

EAST CLEVELAND EMPLOYMENT
Graphic Arts Dept.
13308 Euclid Ave., East Cleveland, O.
GLENVILLE 1-3347

WE KNOW A SPACE MAN

. . . who has ranked 1-2 in pages sold in his publication for the past 3 years, who has sold over 500 pages in one year for a prominent trade book—who is mature, reliable, energetic—the type of salesman who gets up off his pants and gets the information he needs to make sales. He's been calling on us for years, and he's taken us into his confidence in his desire to move to a more challenging midwest area opportunity. We've agreed to help—hence this advertisement. Replies will be held in confidence — and we'll reveal the identity of this top-rated salesman to you — along with a complete résumé of his productive background. Reply to Box 680, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

VERSATILITY PLUS

Young, creative adv. executive with successful bkg. as all-round agcy. man and as adv. sales prom. mgr. (Consumer product) now available. Agcy. exp. includes art copy, contact, prod. on retail, ind. or consumer accts. 2 yr exp and mgr. plus full graphic arts knowhow. College, 32; will locate or travel free world. Salary based on opportunity. Box 683, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

INSTITUTIONAL SPACE SALESMAN

We need a man experienced in selling institutional advertising. If you are a specialist in this field, or have good contacts among industrial advertisers and corporations engaged partially or wholly in defense or other Government contracting, we would like to talk to you. Exceptional income opportunity with expanding specialized publication. Write to Box 667, Advertising Age, 630 Third Avenue, N. Y. 17, N. Y.

Space
Technology
Laboratories
is Seeking an

Advertising Secretary

Should be able to compose and place classified ads, should be familiar with billing procedures and be able to handle figures, in addition to general secretarial duties. Good typing and some shorthand required. Industrial, agency, or similar experience desired.

STL, located near the Los Angeles International Airport, offers good pay and excellent working conditions.

CONTACT:

JANE GIFFORD, Bldg. "D"
5500 W. El Segundo Blvd.
Los Angeles 45
OS. 5-4677, Ext. 1895

EXPORT IMPORT NEWS

THE VOICE
OF WORLD TRADE
Serving Readers
in Principal Trade Centers
of 89 Countries
Published Every Month
Suite 706, 507 Fifth Ave.
New York 17, N. Y.
Or Write our Western Advertising
Office—354 S. Spring St.,
Los Angeles 18, Calif.

COMING

Unique medium
Unsuspected possibilities
Unknown in U.S.A.
Tested in Canada
Show samples to 1000 for $1.25
Rates from $240.00 a year
Patented important share
exchanged for capital and U.S.
connections. Interviews in N. Y.

J. Edgar Bouchard,
1321 Charles St.
Sillery, Quebec, Canada

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

AGENCY COPY VETS WANTED

Stymied by age barrier? Interesting money for copy veterans with broad background, agency techniques. Steady work on contract basis, 3- to 4-month assignments. Must be free to work regular hours on premises. Write complete summary — age, education, experience, when available.

Box 677, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPYWRITER

● An unusually fine opportunity for a young man with writing background to prepare collateral material for national advertising campaigns. Agency or manufacturers' experience helpful. He should be familiar with typography, graphic arts and production—but emphasis on writing ability. The firm is a large midwestern manufacturer of nationally advertised consumer products. Write in confidence, giving complete résumé, photo, salary requirements.

Box 687, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

Advertising Space Sales Representative for National Publication

Salaried staff salesman for Philadelphia territory of Protestant news magazine with 1,150,000 circulation. Some experience, teachable. Salary, from $10,000. Write, giving experience and references.

BOX 678, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

★ IT'S OFF THE PRESS ★
If marketing appliances
is your business, then
ask for a FIRST EDITION
Sample copy of

QUINN'S

The News Magazine for those Who Sell or Service Appliance Dealer Items in the Eight Pacific States
(Formerly "California T-V & Appliances")
10,000 guaranteed "Guided Circulation", starting August issue. Guided to the fastest growing LOOKING, LISTENING & LIVING market: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. & Idaho. To be audited by VAC, Verified Audit Circulation Co.
Ask Quinn:
Quinn's, 229 E. 4th St., Los Angeles 13
MAdison 6-5004
(A Parker & Son Publications, Inc. magazine; Bill Bowen, Publisher; Bill Quinn, Ed.; Don Martin, Adv. Mgr.)

CHAPLIN
GORD CHAPLIN

Cooper J. Chaplin G. Chaplin Boyer

SEMINAR STUFF—*Paying close attention to a point are some of the 40 marketing executives who attended a five-day marketing management seminar sponsored by Foster Advertising Ltd. in Toronto. The seminar was staged for Foster clients, who met from 2 p.m. to 10 p.m. daily. Shown here in front row are C. F. W. Cooper, managing director of Josiah Wedgewood & Sons; James Chaplin, advertising and sales promotion manager, Canadian General-Tower; Gordon Chaplin, president of Canadian General-Tower, and R. R. Boyer, group supervisor at Foster Advertising.*

No Room for Dubs, Goof-offs in Ad Field, Guild Says

PALO ALTO, Aug. 25—Walter Guild, president of Guild, Bascom & Bonfigli, advises young people thinking of advertising as a career to ask the question, "Am I good enough for advertising?"—*not* "Is advertising good enough for me?"

In an address before the national convention of Alpha Delta Sigma Sunday, Mr. Guild said the critics of advertising often sound so convincing that many young people "come to question the desirability of advertising as a career."

Listing some job specifications, Mr. Guild said:

"In many fields there is room for dubs, but goof-offs should stay out of advertising. Not only will they add nothing to advertising, but they will work very hard and get nowhere.

■ "A man going into advertising should have talent—real creative ability of some kind. He should be a natural communicator. He should have planning ability and a logical mind full of good common sense. . .

" . . . Equally as important as ability are certain character requirements. First, if you cannot work very hard and continuously for long hours, forget advertising. Become a client or something. Every good adman I know works like a horse.

"Also if you are a fellow who works for money and money only, stay out of advertising. You will never be very good, so you'll not likely make much money, anyway. You must love advertising—be dedicated to it—if you would be outstanding. . .

"More than anything else, you need integrity. The day of the sharp operator is over. We still have a few left but they are losing out to the honest people in advertising."

Mr. Guild was elected national president of ADS during the closing session of the three-day meeting. He succeeds Richard Joel of Florida State University.

The group honored Dr. Neil Borden, head of the department of marketing at the Harvard Business School, by giving him the Charles Nichols award "for outstanding effort in furthering advertising education." #

Schlage Lock Boosts DuFresne

Schlage Lock Co., San Francisco, has promoted Louis DuFresne from manager of domestic sales to general sales manager. Mr. DuFresne will continue responsibilities for domestic sales as well as new areas of advertising, public relations and foreign sales.

Neuman to 'Scientific American'

Bert Neuman, formerly with Steam Control Corp., has joined the sales staff of *Scientific American*. He will handle the New Jersey territory.

BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 158,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size, and frequency apply.

I am enclosing $________

My Name ________

Street ________

City ________ Z ___ State ________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
4041 Marlton Avenue, Los Angeles, Calif.
Telephone AXminster 2-0287

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah Box 87-A
Glendale 6, Calif.

Fine, Fast, Fairly Priced Photography
pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY COMMERCIAL
CONVENTION INDUSTRIAL

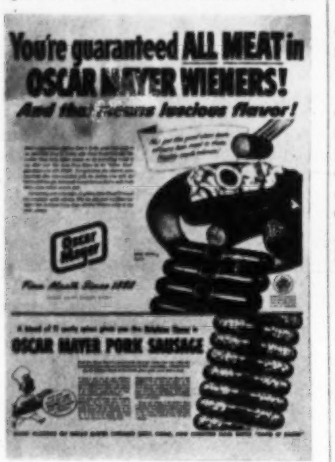
PLANT SERVICES
ASSEMBLY & COLLATING
Services Available
Company-owned plant seeks outside contracts at extremely low cost to stabilize production.
Write: G P PACKAGING CORP.
498 Nepperhan Ave.
Yonkers, N. Y. or
Call New York Office'
Circle 7-3860

Oscar Mayer Names JWT; Packer Uses 'Vacuum' Selling to Keep Profit High

(*Continued from Page 1*)

II, the company advertised on a hit and miss basis. "If we had some extra money, we would do some advertising," a company officer told ADVERTISING AGE. "Our main problem was that we did not have a consumer identified product."

About 1935, the company started a brand identification program for its wieners by hand wrapping a paper collar with the Oscar Mayer name around every fourth wiener. At that time, wieners and other kinds of sausages were sold in bulk in meat markets and grocery stores.


You're guaranteed ALL MEAT in OSCAR MAYER WIENERS!
And that means luscious flavor!
Oscar Mayer
OSCAR MAYER PORK SAUSAGE

EARLY AD—*This four-color newspaper ad for wieners and pork sausage appeared some eight or nine years ago.*

■ Probably the most important development in the brand identity program occurred in 1944 when company engineers invented the Kartridg-Pak machine—a device that banded every wiener automatically.

Later, the company developed a "chub" machine, which encases liver sausage and similar products in a tube of Saran plastic. The machine pinches each tube to the proper length, and closes it with a metal ring.

Oscar Mayer & Co. also developed a Slice-Pak unit, which wraps vacuum-packed sliced process meats in transparent Saran packages on a metal base. Through its subsidiary, Kartridg-Pak Machine Co., Oscar Mayer sells or leases the banding and "chub" machines to other meat packers and food companies.

■ The Mayer company launched its first major advertising program just after the end of World War II. The budget for 1946 amounted to about $100,000. Four-color large-space ads were run in newspaper supplements in markets where the company had strong distribution. The company also sponsored the "Norman Ross Show" on radio in Chicago.

The company's ad budget has increased steadily since 1946. Last year, Mayer invested some $1,500,000 in advertising. About 50% of the budget goes into newspapers (with heavy emphasis on r.o.p. color ads). The other half goes mostly into local spot television with the rest into spot radio.

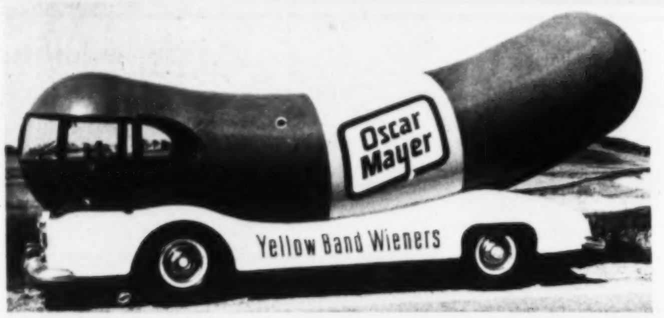
With a pattern of distribution centering around plant cities, the marketing strategy of the company has been to concentrate media advertising and promotional efforts in eight metropolitan areas: Chicago, Madison, Milwaukee, Los Angeles, Atlanta, Philadelphia, San Francisco and the Quad Cities (Davenport, Ia., and Moline, Rock Island and East Moline, Ill.).

■ Mayer has slaughtering plants at Madison and Davenport, and it maintains processing facilities in Chicago, Philadelphia, Los Angeles and Atlanta, in addition to those at Madison and Davenport. It has distributive centers in Milwaukee and San Francisco.

The marketing and advertising strategy obviously has paid off handsomely for the company. Although Mayer actually has distribution in 44 of the 50 states, the great bulk of sales are in the eight areas.

Walrath G. Mayer Murray Boberschmidt C. Mayer

THE MAYER TEAM—*Discussing Oscar Mayer & Co. advertising and marketing strategy are William B. Walrath Jr., advertising manager; Gottfried O. Mayer, exec vp; William T. Murray, vp of marketing; W. Roy Boberschmidt, general sales manager, and Carl G. Mayer, vp of advertising and public relations.*



LITTLE OSCAR'S CAR—*This unusual car is one of six owned by Oscar Mayer & Co. which are used at personal appearances of the five "little Oscars."*

In Chicago, Los Angeles, Madison, Milwaukee and the Quad Cities, many of the Mayer products—including wieners, liver sausage, bacon, pork sausage and sliced sausages—are the top sellers. The company does well in Philadelphia, and it has been making progress in Atlanta, which was tackled in 1955, and San Francisco, where the company started marketing operations just two years ago.

■ The most important merchandising weapons in the Mayer arsenal are five "little Oscars" and six "wienermobiles." The "little Oscars" are male midgets employed by the company to make personal appearances at various retail grocery stores and meat markets and also civic functions.

They dress in chefs' uniforms and are the living symbol of Oscar Mayer & Co. They pass out "wiener whistles" and picture postcards at their personal appearances, and they are regarded as great favorites among children. The company has used the "little Oscars" extensively for the past eight or nine years, although the "little Oscar" idea was conceived before World War II.

The "wienermobiles" are special cars shaped like a huge hot dog. They are used when the "little Oscars" make their personal appearances, which are almost exclusively at stores located in one of the company's eight primary marketing areas.

"The 'little Oscars' and the 'wienermobiles' have never worn out their welcome with children," a company official said. "The 'Oscars' feature wieners most of the time although they do show our other products on occasion." He went on to point out that the "little Oscars" have been featured in Mayer tv spots for some time. "We have to be careful to see that spots for the Los Angeles 'Oscar' run only in Los Angeles, and the same for spots of the other 'Oscars' in their respective markets," the company said.

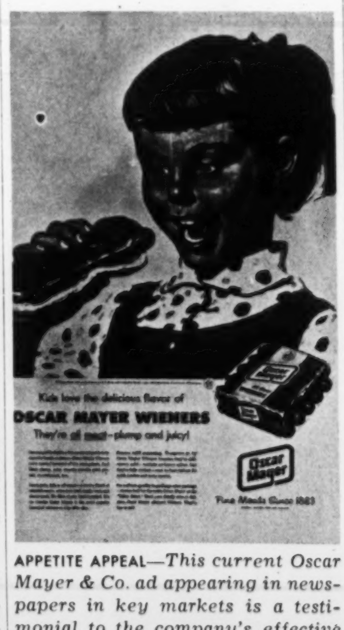
LITTLE OSCAR—*One of the company's five "little Oscars" enchants a future consumer.*

■ The company's marketing, advertising and sales team is composed of nine key men, most of whom have been with the packer for many years. They include William T. Murray, vp of marketing; W. R. Boberschmidt, general sales manager; Robert D. Nelson and Chris P. Lemberg, assistant general sales managers; Jerry Hiegel, general large accounts manager; Carl G. Mayer (a son of co-founder Gottfried Mayer), vp of advertising and public relations; William B. Walrath Jr., advertising manager; Jerry Keefe, sales promotion manager, and Dr. Charles Tobin, market research manager.

Because of a comparatively good profits picture—in an industry noted for low profit—the Mayer company has long been the envy of most of the large meat packers. In 1958, Oscar Mayer & Co. had record sales of $260,000,000, with a net income of $4,073,000, or 1.53% of sales. In 1957, the company had sales of $246,000,000 and net income of $4,121,000 or 1.65% of sales. The average profit margin in the meat packing field, according to trade sources, is 0.65%; the average for the nine national packers is 0.49%.

■ To maintain its profit margin, the company concentrates on limiting its production to its ability to sell. "In fact," the company said, "we try to keep a sales force in the field that can sell more than we produce. In this way, we avoid surpluses, which, particularly with a perishable product like meat, lead to distress selling, price cutting and losses instead of profits."

The theoretical "vacuum" created by the company's ability to sell more than it produces also allows Oscar Mayer to live up to its reputation for stressing quality rather than quantity.


Kids love the delicious flavor of
OSCAR MAYER WIENERS
They're all meat—plump and juicy!
Oscar Mayer
Fine Meats Since 1883

APPETITE APPEAL—*This current Oscar Mayer & Co. ad appearing in newspapers in key markets is a testimonial to the company's effective use of r.o.p. color.*

■ Oscar Mayer & Co. was founded in Chicago in September, 1883, by two brothers—Oscar F. and Gottfried Mayer. They opened a meat market in a leased store on Chicago's north side, and were joined in the business in 1885 by another brother, Max.

The Mayer brothers specialized in fine sausages and smoked meat products. Today, the company makes and sells more than 200 manufactured processed meat products. Oddly enough, more than half of its tonnage sold consists of fresh meats, which the company does not advertise or promote.

The company's largest selling product is wieners, followed by bologna, liver sausage, pork sausage, smoky links and bacon.

■ Mayer has had only two previous agencies. The old Mitchell-Faust Advertising Co., Chicago, handled the account until 1948, when it moved to Sherman & Marquette (which became Wherry, Baker & Tilden in 1954 and Baker, Tilden, Bolgard & Barger earlier this year). #

'Digest' Sets N. Y. Area Edition

Reader's Digest, confirming a report in ADVERTISING AGE (AA, July 13), has announced a metropolitan edition covering 18 counties in New York, New Jersey and Connecticut with an initial circulation guarantee of 1,000,000. The regional edition will bow in April. Ad rates will be based on $4,550 for two-color or b&w pages. There will be no charge for bleed. For its Canada edition, which has increased rates and guarantee (AA, Aug. 24), the *Digest* will also eliminate charge for bleed and two colors.

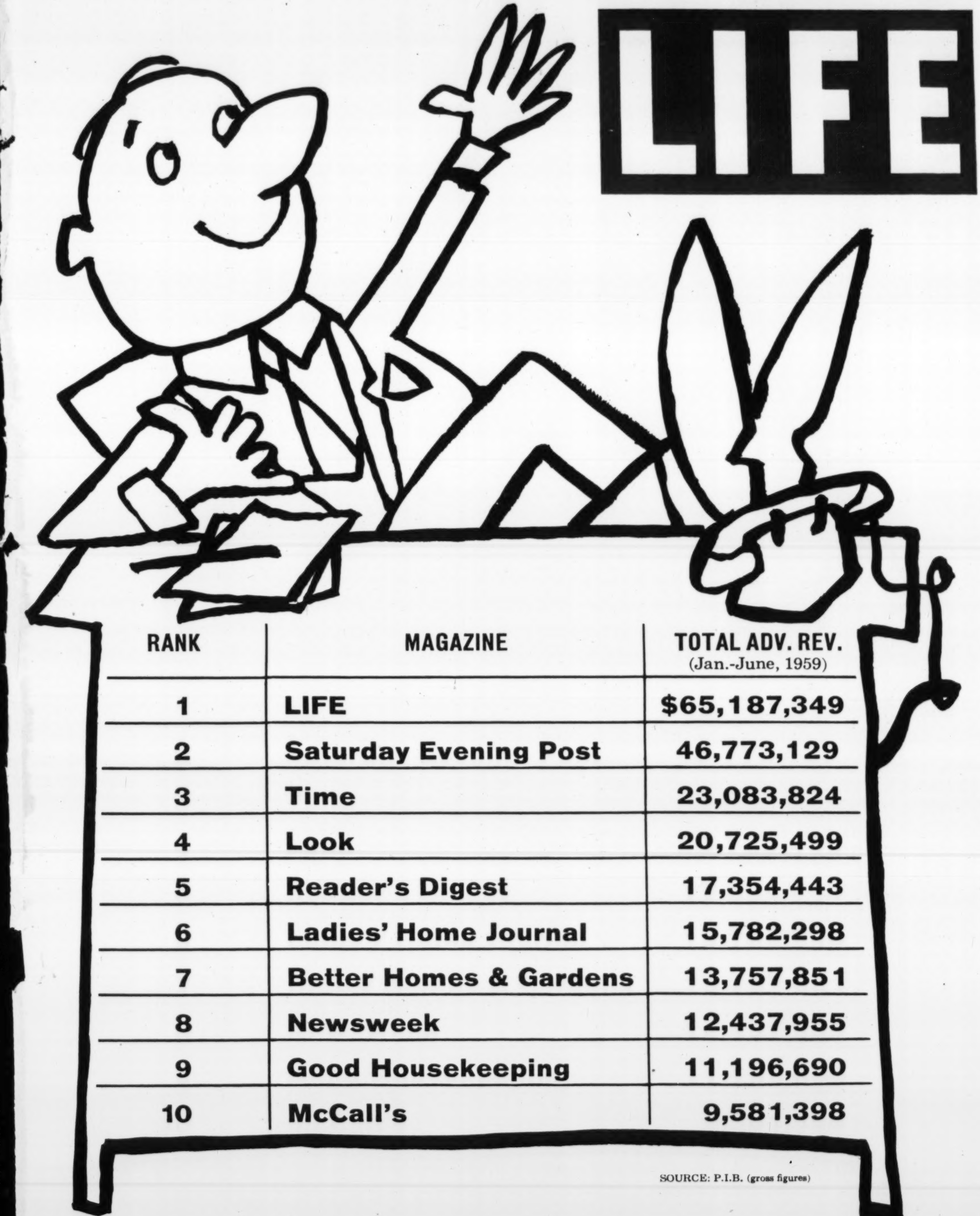
Ziff-Davis Names Three

J. Leonard O'Donnell, controller of Ziff-Davis Publishing Co., New York, since April, has been named treasurer, succeeding Howard Stoughton, who resigned. Ziff-Davis also has named Robert J. Asherman to director of new projects, a new post, and has named Hershel B. Sarbin, secretary and board member, a vp.

AAAN Will Meet in Boston

Affiliated Advertising Agencies Network will hold its annual meeting in Boston Sept. 26 through Oct. 1. Representatives are expected from 57 member agencies located in 30 states, six Canadian provinces and eight other countries. The host agency is Hoag & Provandie.

BIGNESS is a fact of LIFE



RANK	MAGAZINE	TOTAL ADV. REV. (Jan.-June, 1959)
1	**LIFE**	**$65,187,349**
2	**Saturday Evening Post**	**46,773,129**
3	**Time**	**23,083,824**
4	**Look**	**20,725,499**
5	**Reader's Digest**	**17,354,443**
6	**Ladies' Home Journal**	**15,782,298**
7	**Better Homes & Gardens**	**13,757,851**
8	**Newsweek**	**12,437,955**
9	**Good Housekeeping**	**11,196,690**
10	**McCall's**	**9,581,398**

SOURCE: P.I.B. (gross figures)

For
the
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of
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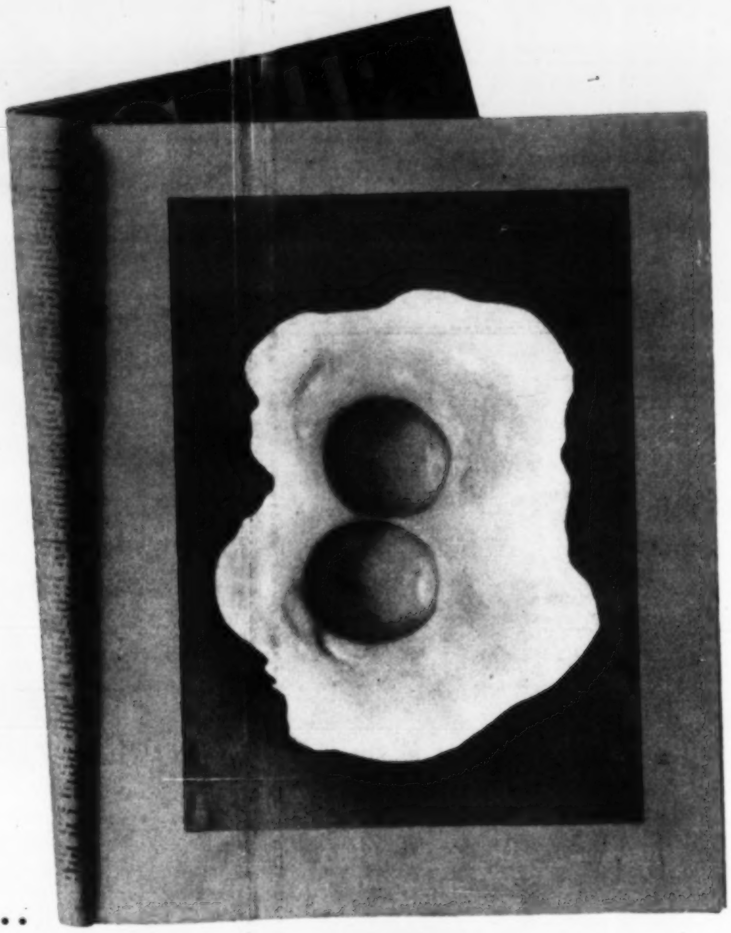

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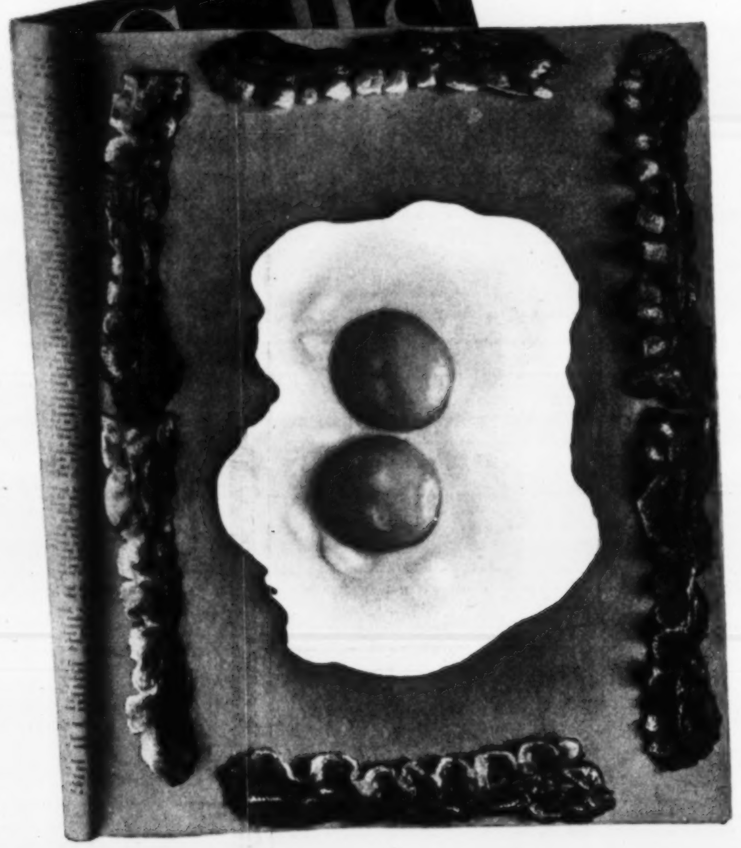

No charge for bleed in McCall's

Yes, you read it right. McCall's no longer charges a premium for bleed. This enables you to use four-color bleed in McCall's at the lowest cost per thousand in the women's service field. Ladies' Home Journal is 27% higher... Good Housekeeping 17% higher. Get the details from your McCall's representative, who will be glad to tell you about all the other exciting things McCall's is doing for you these days. NOTE: New circulation guarantee 5½ million (up 300,000!) effective February, 1960 issue.

COMPARE THESE COSTS PER M:

	PAGE, 4-COLOR	PAGE, 4-COLOR, BLEED	PAGE, B & W
McCall's UP 300,000	5.01	5.01	3.80
Ladies' Home Journal UP 200,000	5.56	6.39*	3.97
Good Housekeeping UP 200,000	5.35	5.88**	3.88

**27% higher than McCall's*
***17% higher than McCall's*

Based on Latest Rate Announcements